# BROADCASTING

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WASHINGTON, D. C.
JUNE 1, 1937

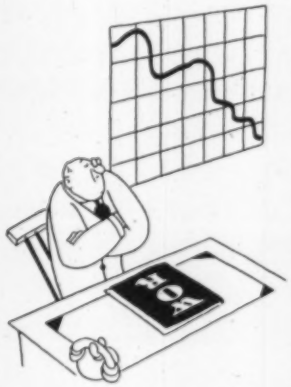
## Broadcast Advertising

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February





**WOR is Too Expensive**

for any advertiser who doesn't wish to take advantage of the lowest rate for any 50,000 watter in the largest and richest market on earth.

**WOR can't Sell Anything**

except tooth paste, foodstuffs, automobiles, gasoline, arch supports, or what have you.

**You Don't Want WOR**

unless you want to rope in business in droves and have people come beating a pathway to your door.

**WOR**

# 4,500,000 Cars Have Radios

*A Tremendous Bonus for NBC Advertisers*

THIS YEAR—*right now*—every *fifth* car is radio-equipped. Rolling and on the job...answering America's favorite summer question "What's the score?" ...adding new millions of listeners to NBC's vast nation-wide audience.

With America, NBC Network Programs have taken to the road. Automobile sets have formed new listening habits, dictated new sales policies. They have proved their right to be known as sound and effective sales makers for any advertiser.

4,500,000 installed sets! 4,500,000 cars on the roads whose drivers and passengers listen to radio programs an average of 65 minutes per day in the summer time alone! Another thing to remember—a very important thing:

All this listening is bonus. *All* supplementary to that vast audience for which you, as an advertiser, are paying—the 24,500,000 homes—America's most responsive sales market—which have radio receiving sets installed in this year, 1937.

## National Broadcasting Company

*A Radio Corporation of America Service*

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network.

**ONE OUT OF FIVE AUTOMOBILES CAN GET YOUR SALES STORY...RIGHT NOW**

# *The Country's Greatest* VACATION AUDIENCE

DURING the four big vacation months, New England is the country's greatest vacationland. Highways to the seashore, the mountains, the lake resorts and the country are crowded with tourist traffic. Providing for 3,000,000* visitors from outside New England is a major summer industry.

Recreational centers do as high as 50% of their year's business during this period. More than $306,000,000 are spent in New England by vacationists from other sections.

The 3,000,000 extra summer population is your plus audience — a potential 3,000,000 extra listeners added to your regular Yankee Network audience of 7,758,000.

This plus audience can be reached through but one medium — The Yankee Network . . . the only network with enough stations and a sufficient network following to influence buying throughout New England, both urban and resort areas.

Stay on the air in New England this summer. Schedule your program over the Yankee Network to boost your sales throughout the entire New England vacationland. Get your share of this extra $306,000,000 summer sales.

**New England Council estimate.*

| | | | |
|---|---|---|---|
| WNAC | Boston | WLBZ | Bangor |
| WTIC | Hartford | WFEA | Manchester |
| WEAN | Providence | WSAR | Fall River |
| WTAG | Worcester | WNBH | New Bedford |
| WICC | Bridgeport | WLLH | Lowell |
| | New Haven | WLNH | Laconia |
| WNLC | New London | WRDO | Augusta |
| WCSH | Portland | WNBX | Springfield, Vt. |

**THE YANKEE NETWORK, INC.** 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

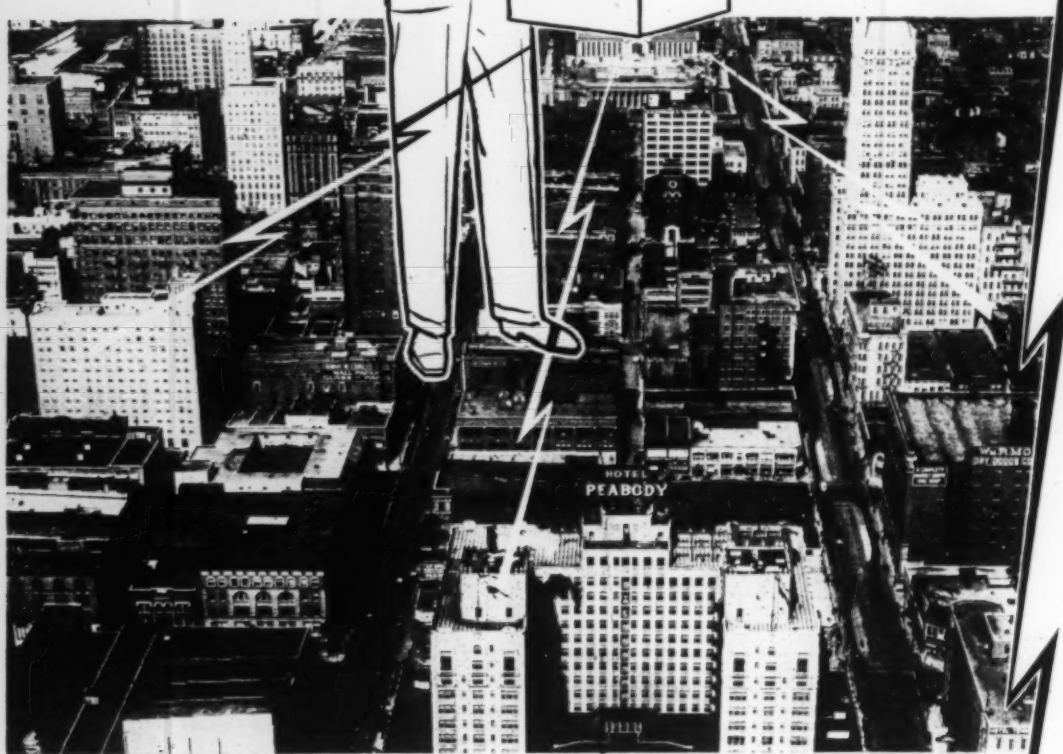
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

# Memphis Business Men Speak...

## Buying WREC more than 2¼ to 1




During the month of April, 1937, Memphis business men bought and ran 2¼ times as many commercial programs on WREC as they did on Memphis' second station . . . 282 to 124*. These men have learned through experience that WREC delivers their sales messages to more people . . . produces greater results. They know the listener preference of Memphis and Mid-South for WREC, and are spending their own money accordingly. THEY GET CASH REGISTER RESULTS! And so can you.

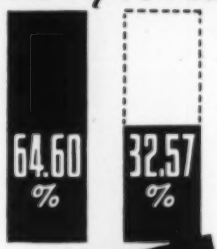
Taken from WREC's official daily radio log and second station's programs, heard over the air; also, a further check of second station's complete listing of programs in Memphis' morning paper.

**QUALITY PROGRAMS**
**QUALITY RECEPTION**
**LISTENER POPULARITY**

*Some of the Outstanding CBS Progams over WREC*

Horace Heidt for Alemite
Lux Radio Theatre
Eddie Cantor—Texaco Gas
Poetic Melodies—Wrigley's
Pick & Pat—U. S. Tobacco
Town Crier, Alex. Woolcott—Granger
Al Jolson—Lifebuoy
Al Pearce—Watch Fun Go By—Ford
Jack Oakie—Camel Cigarettes
Ken Murray—Campbell
Andre Kostelanetz—Chesterfield
Gang Busters—Palmolive
Major Bowes—Chrysler
Floyd Gibbons—Palmolive
March of Time—Servel
Hollywood Hotel—Campbell
Prof. Quiz—Kelvinator
Baron Munchausen—Kool Cigarettes
Heinz Magazine of the Air
Edwin C. Hill—Lucky Strike
Myrt & Marge—Supersuds
Rubinoff—Chevrolet
Phil Baker—Gulf Gas
Ford Sunday Evening Hour

## You can Reach 6 out of every 10 Buyers in Memphis Territory over WREC




**WREC LISTENER POPULARITY**

Authoritative Survey Made during September and October, 1936. Sworn copy upon request.

| | |
|---|---|
| WREC | 64.60% |
| WMC | 32.57% |
| WNBR | 1.99% |
| WHBQ | .84% |

(Survey made by Oliver P. Cobb Co. Certified Public Accountants, Memphis.)

**WREC alone gives you 2/3 of Mid-South Listeners**

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

**WREC**

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

**5 times a week**
**52 weeks a year**

## That's what Cincinnati advertisers think of WKRC

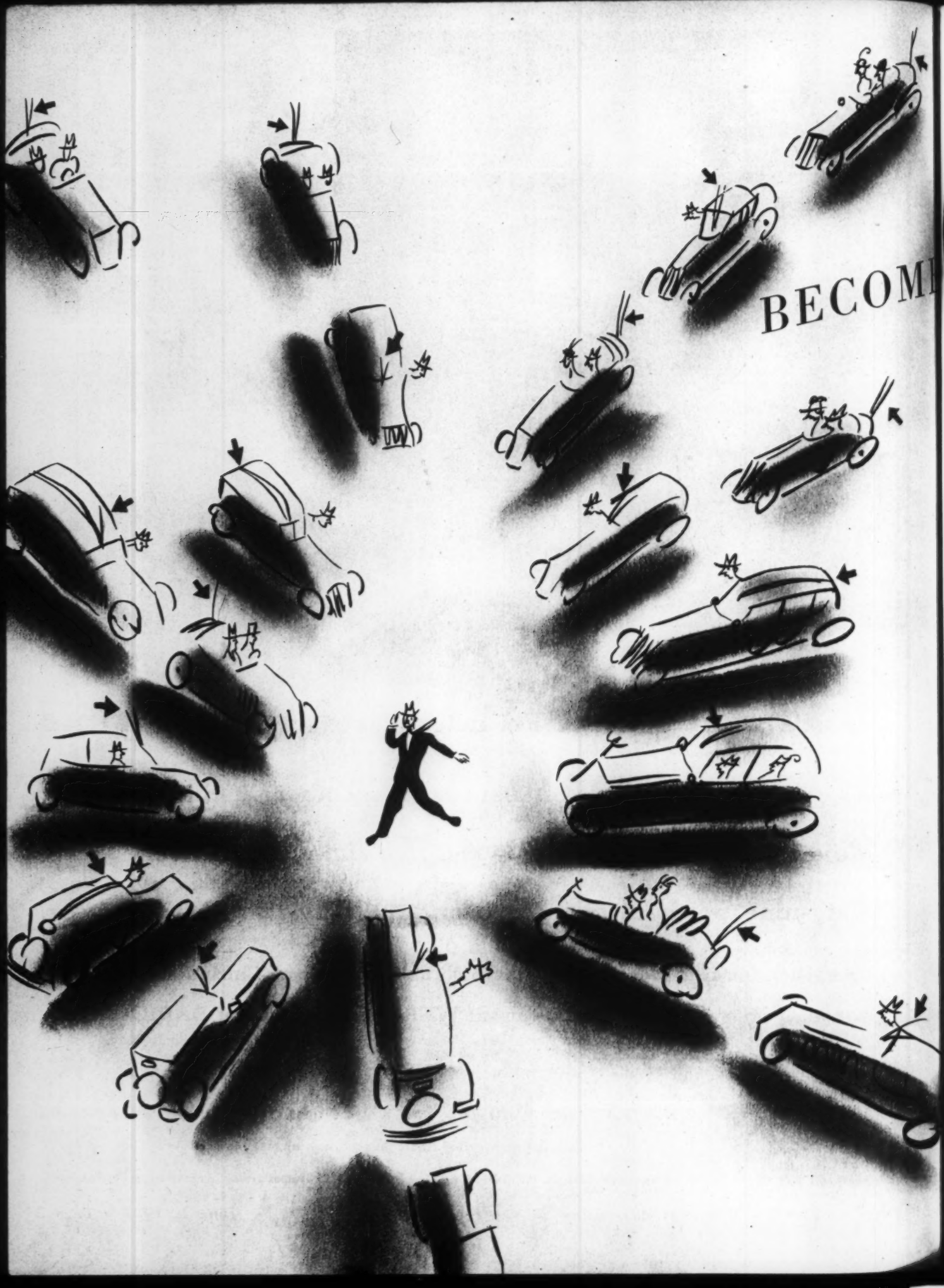
WKRC has more local advertisers than any other Cincinnati station.

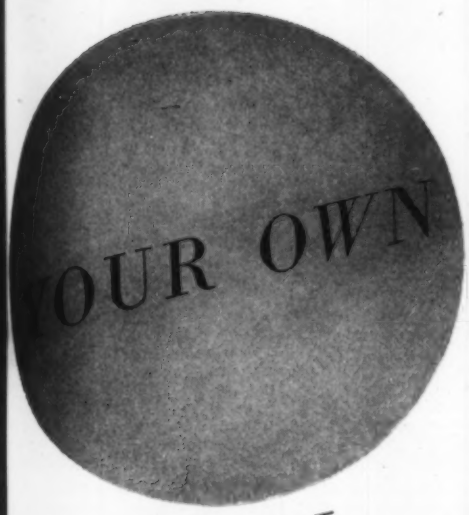
More than half of them use WKRC *five times every week.*

Sixty-nine per cent of them use WKRC *fifty-two weeks a year.*

Upon such facts as these WKRC has built its reputation as Cincinnati's *first* local station. If you want more facts, consult WKRC or any office of RADIO SALES.

**WKRC** CINCINNATI. 5000 Watts, Day; 1000 Watts, Night. Owned and operated by Columbia Broadcasting System. Represented by Radio Sales, New York, 485 Madison Ave.; Chicago, 410 N. Michigan Ave.; Detroit, 902 Fisher Bldg.; Los Angeles, 5939 Sunset Blvd.; San Francisco, 601 Russ Bldg.


BECOM



# OUR OWN RADIO STATISTICIAN

Next time you're stymied in traffic, look before you leap. And count the new cars with "outside" radio antennas. Here are the families who like radio so much—*they take it with them when they ride.* There are now 5,000,000 such automobile-radio families in the United States: *one* for every *five* passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just *one* of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, just published by Columbia, shows how radios on the road have tripled since July, 1934. It also gives the who, when, where and how of *home* listening habits. Everybody knows "everybody" listens. RADIO IN 1937 gives exact figures by income-levels, days of week, age and sex, etc.

## THE COLUMBIA BROADCASTING SYSTEM

# KDKA MAKES KNOWN THE UNKNOWN

A manufacturer with the aid of the KDKA Home Forum secured full distribution for its washing solution—a product hitherto unknown in the Pittsburgh area. To quote the maker, "We are very much pleased with the results . . . and we feel sure that before long it will be the leading washing solution in Pittsburgh."

# KDKA

**50,000 WATTS**

**NBC Blue Network**

**PITTSBURGH**

*Completely programmed by NBC*




XUM

# *WMCA leads again!*

## ROSS FEDERAL SURVEY SHOWS

31.69% of New York Afternoon Audience listen to WMCA, as against following percentages on other Metropolitan stations . . .

| | |
|---|---|
| **WMCA . . . . . .** | **31.69%** |
| **STATION No. 2 . . .** | **18.03%** |
| **STATION No. 3 . . .** | **14.42%** |
| **STATION No. 4 . . .** | **12.33%** |
| **STATION No. 5 . . .** | **11.01%** |
| **All Other Stations . .** | **12.52%** |

This listener study was made in connection with the daily 3-hour Sports-Variety show, GRANDSTAND AND BANDSTAND, sponsored by WHEATIES. Survey was conducted over three-day period with total of 5650 telephone calls distributed between hours of 2:30 and 5:30 P.M.

Frankly, this percentage was a bit higher than we anticipated ourselves, but it proves what we have maintained:

1. ***That a good radio program will always attract a sizeable audience.***
2. ***That WMCA knows and presents the type of program that appeals to the New York listener.***

***May we remind you . . .***

## THIS *IS* "NEW YORK'S OWN STATION AT THE TOP OF THE DIAL"

# "But you've heard us on the radio!"

**SELECT the right markets and the right stations, and radio will do wonders for you. But don't try to sell snake-bite cures in Ireland!**

**It's our business to know exactly *which* stations are best for selling your kind of merchandise—to know or to find out how many real prospects you have in each territory—to know whether your chances to make sales have been increased or killed by local conditions of weather, or industry, or whatnot. It's our business to help you make radio a profitable investment, and we know our business.**

**No matter how much we want to be helpful, however, we can't do very much unless you lend us an ear or two. Why don't you telephone or drop us a line and ask for some dope on some of the things that are bothering you?**

## FREE & PETERS, INC.

**(and FREE, JOHNS & FIELD, INC.)**

| | |
|---|---|
| WHO | Des Moines |
| WGR-WKBW | Buffalo |
| WHK-WJAY | Cleveland |
| WHKC | Columbus |
| KMBC | Kansas City |
| WAVE | Louisville |
| WTCN | Minneapolis-St. Paul |
| KOIL | Omaha |
| KOIN-KALE | Portland |
| KSD | St. Louis |
| WFBL | Syracuse |
| KOL | Seattle |
| WKBN | Youngstown |

### *Radio Station Representatives*

**NEW YORK**
110 East 42nd St.
Lexington 2-8660

**CHICAGO**
180 N. Michigan
Franklin 6373

**DETROIT**
New Center Bldg.
Trinity 2-8444

**SAN FRANCISCO**
One Eleven Sutter
Sutter 4353

**LOS ANGELES**
C. of C. Bldg.
Richmond 6184

| | |
|---|---|
| WIS | Columbia |
| WOC | Davenport |
| WDAY | Fargo |
| KTAT | Fort Worth |
| WDRC | Hartford |
| WNOX | Knoxville |
| KFAB | Omaha-Lincoln |
| WMBD | Peoria |
| WPTF | Raleigh |
| KVI | Tacoma |
| KTUL | Tulsa |

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 11 WASHINGTON, D. C., JUNE 1, 1937 $3.00 A YEAR — 15c A COPY

# Retirement of Stewart May Reshape FCC

## White House May Take Firm Hand by Naming Strong Figure As Successor to Quell Criticism of Commission

THE STRONG possibility exists—and was given added credence on May 26 when FCC Commissioner Irvin Stewart announced his retirement to take effect when his present term expires June 30—that President Roosevelt will soon exert a firm hand over the Federal Communications Commission.

Dr. Stewart asked the President not to consider him for reappointment because he has accepted the post of director of a Committee on Scientific Aids to Learning under the National Research Council, a technical branch of the National Academy of Sciences, and plans to take up his new duties in New York on July 1.

This leaves a Democratic vacancy on the FCC, for Dr. Stewart will have finished his three-year term as Democratic member of the Commission from Texas, as vice-chairman of the full Commission and as chairman of its Telegraph Division. His succesor to the $10,000 post will be appointed for a seven-year term under the law.

### Rumors of Successor

The retirement of Dr. Stewart, which was voluntary, and which takes him to an academic post paying a higher salary, gave rise to all sorts of conjectures as to his successor and as to President Roosevelt's intentions with regard to the future personnel of the FCC. This New Deal agency, organized three years ago as the successor to the former Federal Radio Commission, has been the focal point lately of much Congressional and press criticism.

That most of the press reports emanate from within the Commission itself, is well known in official circles, including the White House, and various motives are ascribed. The slow but constant flow of charges found its way to Capitol Hill several months ago, with the result that Rep. Connery (D-Mass.) demanded a special committee investigation of the radio industry, particularly the networks —an investigation that would inevitably take in the Commission and its personnel as well as the industry.

As things stand today, there is little likelihood of such an investigation by a special House committee, though Senate committee hearings on the confirmation of the man named as Dr. Stewart's successor may open up many avenues of inquiry. It is known that the Administration is not anxious to have an agency of its own creation and commissioners of its own selection inquired into at this time when other more vital problems face the country and its lawmakers; that Rep. Lea (D-Cal.) wants any such probe in the hands of the House Interstate Commerce Committee, of which he is chairman, rather than in the hands of a special committee; and that neither the Roosevelt administration nor the small Republican minority has any real ax to grind with the broadcasting industry itself because they are generally satisfied that Radio by the American Plan acquitted itself in a superior and impartial manner in the last political campaign and honestly wants to continue to keep itself clear of politics.

### Much Conjecturing

Exactly what President Roosevelt may have in mind, and whom he may select to bolster the Commission's membership and leadership, are subjects of pure speculation at this writing. Inquiries among highest official sources indicate that the White House is fully cognizant of the consistent criticism that has been heaped upon the Commission, especially in press reports, but has been too busy lately to pay much attention to that body. On the other hand, the Stewart retirement more or less precipitates a situation which gives President Roosevelt an opportunity to take a direct hand.

All sorts of rumor, conjecture and press reports were current as BROADCASTING went to press as to how the Administration will attempt to revamp or reform the FCC. Although it is possible that President Roosevelt will simply choose a successor for Dr. Stewart's place, leaving the status quo with Anning S. Prall continuing as chairman, he having been redesignated for that post only a few months ago, close observers ventured several other possible courses —especially if Congressional pressure increases the demand for a "cleanup":

1. It has been suggested that a strong figure of the stature of Joseph P. Kennedy, first chairman of the Securities & Exchange Commission and now chairman of the Maritime Commission, might be selected to give new leadership to the FCC. Mr. Kennedy himself, now deeply absorbed in his mission as trouble-shooter for President Roosevelt on the merchant marine problem, is not regarded as a likely choice because he is known to have accepted his present post only on a temporary basis of leave from his private affairs. Some other equally important figure may be selected, however.

2. It has been rumored that one or more other commissioners might be shifted to other posts in the government service, though this is pure guesswork bolstered only by the fact that two appointments to the Interstate Commerce Commission still pend, and this is the Commission for which Chairman Walker of the Telephone Division has been mentioned. There has also been recurring talk of of a federal judgeship for Judge E. O. Sykes.

3. President Roosevelt is known to be insisting upon his governmental reorganization plan, under which he would be given broad discretionary authority to merge various branches of the government and under which it has been intimated the functions of the FCC, or part of them, might be turned over to a single administrative head in the Department of Commerce while the FCC itself becomes a sort of court of appeal somewhat like the Board of Tax Appeals. Some have urged this as a means of freeing the Commission from purported political domination.

### Reaction of Industry

Many press stories have been published, and more will follow, regarding the Commission and the industry—some of them obviously inspired and published without any deep inquiry as to facts. The charges of alleged trafficking in station license due to the prices being paid in purchase deals; the question of newspaper ownership of radio stations; the allegations that broadcasting is making excessive profits; the proposal that sta-

## *Speculation on FCC Vacancy Brings Renewal of Demand for Westerner*

A NEW drive for appointment of a far westener to the FCC is indicated with the creation of the vacancy on that body through retirement on June 30 of Dr. Irvin Stewart. [See story on this page.] Several names already have cropped up, but careful inquiry by BROADCASTING just before it went to press indicated that for the most part they are in the realm of conjecture at this time.

White House sources state that President Roosevelt has not yet given the appointment any consideration although it was learned that political forces already were being mustered for candidates.

First to be mentioned for a possible place on the FCC, even before the Stewart retirement was announced May 26, was Denis J. Driscoll, chairman of the Pennsylvania Public Utility Commission, who served in the last Congress as Representative from St. Mary's, Pa., and who gained nation-wide attention during his single Congressional term by exposing telegrams sent members of Congress against the Wheeler-Rayburn utility holding company bill.

Mentioned also is Hampson Gary, FCC general counsel, who served on the original FCC for six months in 1934 to fill out an interim appointment until Anning S. Prall, present chairman, could assume the post after his retirement from Congress. Mr. Gary, like Dr. Stewart, is a Texan and is a personal friend of the President, having served in the American diplomatic corps after a term in the State Department during the Wilson regime.

Still another suggested candidate is Comdr. T. A. M. Craven, at present chief engineer of the FCC and a former Naval officer with wide experience in radio engineering. Comdr. Craven, a native of New Jersey, is said to hold his present post at the request of President Roosevelt, under whom he served when Mr. Roosevelt was Assistant Secretary of the Navy in the Wilson administration.

Another name being put forward is that of Carl F. Arnold, FCC assistant general counsel assigned to the Telegraph Division. Mr. Arnold is former dean of the University of Wyoming Law School and has been with the Commission for about a year, having been endorsed by Senator O'Mahoney (D-Wyo.).

The only definite information procurable was that a group of western Senators might get together shortly to urge that a far westener be appointed to the vacancy in view of the fact that Oklahoma is the farthest western state

(*Continued on page 63*)

tions be taxed on a wattage basis; the bill to establish a Federal shortwave broadcasting station in Washington—all these have led to questions and charges but no close study as to the facts.

Within the broadcasting industry, considerable resentment prevails against this plethora of unchallenged charges, and many broadcasters would welcome an investigation [BROADCASTING, editorial, May 15]. The question whether it should be conducted by a special committee of the House or by the regular committees of either House or Senate has presented itself in the discussions. The proposed Connery investigation, it is suspected, might be merely a "fishing expedition" and Chairman Lea of the regular House Interstate Commerce Committee is known to have taken the attitude that if an investigation is held his committee should conduct it. On the Senate side, Senator Wheeler, chairman of the Interstate Commerce Committee, has been too busy with the anti-court-packing fight to give much thought to radio, but he has indicated he will get to his press-radio divorcement plan eventually and probably will have his committee probe other charges.

In the Senate, the co-author of the original Radio Act of 1927, Senator White (R-Me.) delivered a speech [BROADCASTING, April 1] in which he posed the problems that face broadcasting and its regulators—one of the few constructive speeches on the subject yet heard and one that might well be the basis for any Congressional inquiry into the problems as a whole. Senator White is probably the only man on Capitol Hill who has studied and acquired a broad knowledge of the entire subject of wireless in most of its phases, but he belongs to the minority party and his speech attracted scant notice. He does, however, sit on the Interstate Commerce Committee and will undoubtedly be one of its most active probers if and when an investigation is held.

### Dr. Stewart's Plans

Dr. Stewart plans to clear his desk during June and will move with his wife and child to New York City on July 1. The purpose of his Committee on Scientific Aids to Learning is officially described as being "to canvass, and to report to the National Research Council, the extent to which and means by which certain methods, data, materials and products of science are and may be applied to learning."

Experts are to be retained by Dr. Stewart and his committee to make special studies in the fields of radio, sound recording and reproduction, motion pictures, photography, etc., and distinguished persons will be retained as consultants "to insure the effective cooperation of government, the schools, scientific societies, research establishments, the professions, industry and the press."

It is understood the committee will undertake at once to survey the work and experience of the National Advisory Council on Radio in Education, of which Dr. Levering Tyson is executive secretary. Dr. Tyson retires July 1 to become president of Muhlenberg College, Allentown, Pa. Whether the NACRE's functions will be absorbed by Dr. Stewart's committee has not been divulged. The National Research Council derives its funds from the Carnegie Foundation, while the NACRE derives its funds from both the Rockefeller and Carnegie Foundations.

Dr. Stewart's Committee on Scientific Aids to Learning will comprise James B. Conant, president of Harvard, chairman; Vannevar Bush, dean of the School of Engineering, Massachusetts Institute of Technology; L. D. Coffin, president, University of Minnesota; Frank B. Jewett, vice-president of the A. T. & T. Co. and president of the Bell Laboratories; Ben D. Wood, associate professor of collegiate educational research, Columbia University; Bethuel M. Webster, former general counsel of the old Federal Radio Commission, now partner in the law firm of Webster & Garside, New York; Luvig Hektoen, chairman, National Research Council, ex officio.

His new work will take Dr. Stewart back into the academic field whence he came to the State Department where, as a member of the Interdepartmental Radio Advisory Committee, he handled international wire and wireless matters and helped frame the 1934 Communications Act. He is 37, the youngest member of the Commission and regarded as one of its ablest members. A Texan, he was sponsored for his original appointment in 1934 by Rep. Sam Rayburn, then chairman of the House committee framing the communications law and now Democratic floor leader of the House. He formerly was an instructor in law and politics in various universities and was technical delegate to the Copenhagen radio conference of 1931, delegate to the Madrid conference of 1932 and advisor to the Mexico conference of 1933.

Dr. Stewart, according to Rep. Rayburn, could have had the appointment but elected to return to academic pursuits. It is understood his new post pays a salary of $15,000 a year.

## *Proprietary Copy Is Found Improved; Complaints Becoming Fewer in Number*

NOTEWORTHY progress has been made by proprietary groups in the handling of their advertising copy, with the result that complaint has diminished considerably, according to views expressed at a symposium of advertiser views conducted by the Proprietary Association in New York May 26.

Many attacks on advertising, particularly in the proprietary field, were challenged by spokesmen for advertisers, agencies and media representatives, although there has been "partial justification" of some of these contentions. The symposium followed the annual meeting of the Proprietary Association. New officers elected were: president, George H. Miller; secretary and treasurer of the Musterole Co., Cleveland; honorary vice-president, Dr. V. Mott Pierce; first vice-president, Henry P. Bristol, Bristol-Meyers Co.; second vice-president, Charles S. Beardsley, Dr. Miles Laboratories, and third vice-president, R. L. Lund, Lambert Pharmacal Co. Charles P. Tyrrell was reelected secretary and treasurer of the association.

### Handling of Copy

Earle A. Meyer, executive secretary of the Association's Advisory Committee on Advertising, asserted that more than 20,000 pieces of publication and radio copy, involving expenditures of about $125,000,000 had been reviewed by his committee. He admonished advertisers to observe four basic points in handling all copy. He enumerated them as (1) medicine should be offered for the relief of symptoms and not to effect the cure of a condition; (2) claims should not be too broad; (3) in no cases should diseases be named which are too serious to be treated by self-medication, and (4) the burden of proof in substantiating claims reposes upon the advertiser.

Substantial progress in toning down of proprietary copy was reported by Lee Bristol, vice-president of Bristol-Meyers Co. and chairman of the symposium. The proprietary industry, he said, is "before the bar of public opinion." He said that the outer fringe in the proprietary field had tended to give the entire group an undeserved reputation.

The effective censorship work done by media was presented by John Benson, president of the American Association of Advertising Agencies. He asserted that perhaps more effective work could be done if it were on a cooperative basis.

Among other participants in the symposium were Janet MacRorie, NBC; J. W. Bates Jr., Mutual; Joseph W. Gannon of the *New York Times*; E. H. McHugh, Hearst Magazines, Miss I. Van Meter, *Time Magazine*, and C. O. Bridwell, vice-president of Outdoor Advertising, Inc.

## Tractor Series on 67

ALLIS-CHALMERS MFG. Co., Milwaukee, (tractors) has started a twice-weekly WBS disc series on 63 stations and locally-produced programs on four stations. The discs, titled *Pioneer Stories*, are placed twice-weekly using early morning or noon period. Bert S. Gittins Adv., Milwaukee, placed the schedule.

The four stations with local shows are WMT, WMC, WIRE, KROC. Stations on the disc schedule are:

WHAM, CFCO, WHP, WEEU, WORK, WRAK, WHJB, WTNJ, WSB, WIS, WSM, WLW, WTAM, WGBF, WBOW, WFBM, WOWO, WJIM, WLS, WTAD, WMBD, WTAX, WIBA, WROK, WCCO, WHO, WDAY, WNAX, KSCJ, KFAB, WAAW, KMMJ, WIBW, KMBC, KFEQ, KFH, KCRC, WKY, KGGF, KMOX, KFRU, KGNC, KFYO, WFAA, KSEI, KTFI, KID, KIDO, KFXJ, KGHL, KFBB, KNX, KGO, KMJ, KFBK, KEX, KHQ, KIT, KGKO, WDZ, WEBP, WRR, WBT.

## New Getchell Chief

J. STERLING GETCHELL, head of the agency bearing his name, announced from Detroit May 28 that Walter W. Templin, formerly executive vice president of the Pepsodent Co., has been appointed president of J. Sterling Getchell Inc. Mr. Getchell becomes chairman of the board. No change in company ownership is involved.

## Montgomery Ward Discs

LORD & THOMAS is producing, through NBC Thesaurus, a 15-minute disc series *Neighbor Jim*, homespun songs. It is to be used at the discretion of the local Montgomery Ward branches.

## Agencies Expand Hollywood Activity

WITH Clarence Olmstead, talent buyer from the New York office of Young & Rubicam Inc., transferred to Hollywood for an indefinite stay, and the fact that several executives of the organization have been on the West Coast conferring with Tom F. Harrington, Pacific Coast manager and radio director, added impetus is given to the growing importance of the latter city's impending dominance as the originating center of broadcasting. On the West Coast this past month has been Chester J. LaRoche, president of Young & Rubicam Inc., New York; Jack Reed, vice-president of the agency's Detroit office; and Julian Field, eastern talent buyer for the organization.

Future radio activities of the agency were discussed. Walter Johnson, producer and talent scout, continues in that capacity in Hollywood, with Olmstead co-ordinating in seeking and signing talent for the agency's various radio shows. Stressed will be the search for undiscovered talent with possibilities of a quick buildup, a method being used by other agencies in Hollywood. Among them is Benton & Bowles Inc., now auditioning talent for the new NBC *Maxwell House Show Boat* and other programs to originate from Hollywood. Young & Rubicam, who produce such star name shows as *Burns & Allen*, *Jack Benny*, *Packard Hour* and the *Fred Allen* broadcast, indicate by their expansion that there is a dearth of proven stellar attractions. The demand for new headliners now being felt and anticipated makes it imperative that the buildup be given unexploited talent.

Ruthrauff & Ryan Inc., is expected to shift many of its New York-produced shows to Hollywood in the early fall, supplementing the agency's other programs emanating from the latter city. Executives of the agency are reported to be thoroughly sold on the advantages of transferring the shows to the West Coast because of the talent situation.

## Vitalis on WLW Line

BRISTOL-MYERS Co., New York, will start a campaign for Vitalis hair tonic on June 7, sponsoring a half-hour Monday evening variety show with Joey Nash and Ray Sinatra's orchestra on the WLW Line. WLW, Cincinnati, and WFIL, Philadelphia, are definitely set to carry the 13-week series, with the probability that WHN, New York, will be added before the program gets under way. Pedlar & Ryan, New York, is the agency. Transamerican, exclusive sales agent for the WLW Line, which includes KQV, Pittsburgh, as well as WLW, WFIL and WHN, reports five sponsors already signed for fall series, two using half-hour evening programs once a week, one using two evening quarter-hours weekly, one using three morning half-hours a week, and one using five 15-minute and one 30-minute program weekly.

WGN and WIND, Chicago, will again broadcast the Chicago Bears and Cardinal professional football games this fall.

# NAB Changing Procedure for Convention

By SOL TAISHOFF

## Election to Be Held Second Day; No Scorching Issues Pending; Copyright Likely to Come Up From Floor

CUSTOMARY procedure at NAB conventions may be turned topsy turvey at the 15th annual business meetings to be held in the Hotel Sherman in Chicago June 20-23.

Discarding the formula in force for more than a dozen years, the tentative agenda prescribes an entirely new routine. Actually, there will be no "burning issues" on the slate, and even copyright will hold no separate spot for debate, although it can arise in discussion from the floor.

Whereas election of officers always has been held on the closing day of the convention, the procedure this year provides for balloting on the second day. The closing session June 23 will be devoted almost entirely to commercial section reports and discussions, with perhaps speakers representing an outstanding national radio advertiser and a national advertising agency.

### Big Attendance Certain

At this writing—three weeks before the convention—an atmosphere of unexpected calm prevails. Despite this, however, troubled conditions within the industry, particularly on the regulatory side, unquestionably will be reflected in the discussions. And the mere fact that copyright is not on the agenda does not by any means preclude its airing, particularly in view of the passage by four state legislatures of anti-ASCAP measures, and the pendency in Congress of two bills to amend the copyright laws and correct prevailing abuses.

Managing Director James W. Baldwin has not completed the agenda for the sessions, but substantial agreement has been reached on the changes in procedure. Advance registrations at the Sherman Hotel indicate a large attendance, probably equalling the 816 gross enrollment of last year's Chicago convention and the 258 delegate registration.

There is a possibility that President Roosevelt will greet the convention at its opening session by telephone line direct to the auditorium. Negotiations for such an innovation were in progress with White House attaches as BROADCASTING went to press, but final arrangements had not been concluded. In 1931, when the NAB met in Detroit, President Hoover opened the convention by remote control from Washington and a portion of the proceedings was broadcast nationally.

Unlike the events of last year, when an anti-Baldwin movement developed prior to the convention and then dissipated on the floor after the dramatic walk-out of Isaac D. Levy, head of WCAU, Philadelphia, the convention outlook this year on the surface appears to be devoid of any personality conflict. Networks and some stations are still indignant over certain phases of the present NAB regime, but whether there will be conflict is not indicated.

How much of the convention's time will be devoted to basic business aspects of broadcasting also remains to be decided. It is evident, however, that there will be discussion on such matters as payment of extra commissions to general representatives, as distinguished from exclusive; cash discounts; dual rate structure; continued participation of the NAB in the Joint Committee on Radio Research efforts to set up a cooperative radio "audit bureau"; station-break spot announcements and their propriety, and setting up of a script exchange, possibly within the trade association.

As for copyright, the only spot it holds on the proposed agenda, is an accounting of what has transpired in the last year, to be contained in Mr. Baldwin's report.

What discussion that may precipitate on the floor, of course, is problematical. In the last few years, Mr. Levy also has been the vortex of the copyright hurricane. His station has withdrawn from NAB membership, along with a dozen others, since the last convention. But Ed Craney, Montana broadcaster, who piloted an anti-ASCAP bill through his legislature and now is in litigation over it, will be present at least the first day of the convention and is expected to stir up the subject.

One of the copyright sidelights will be the auditioning during the convention of a portion of the public domain library transcribed by the NAB during the last year. Some ten hours of this projected 100-hour library have been recorded under the direction of Mr. Baldwin [BROADCASTING, April 15]. Originally Mr. Baldwin had planned to send sample discs to member stations prior to the convention, but production problems prevented. Prior to the convention, however, he hopes to have the NAB Copyright Bureau incorporated as a going business concern, which would permit it to engage in the music and transcription business.

Reproducing equipment will be set up by the NAB in an audition room at the Sherman. Interested broadcasters will hear samples of the works. The plan originally under consideration was to defray the cost of production by pro-rating the expense among subscribing stations. At the convention Mr. Baldwin will lay before the membership details concerning this, together with plans for the ensuing year.

Considerable interest will focus upon the election of officers and of the new board of directors. A majority of the board of 19, four officers and six directors, must be elected, according to the calculations of Mr. Baldwin. The incumbent president, C. W. Myers, KOIN-KALE, Portland, Ore., has not indicated whether he will stand for reelection. There is some support for that, it is understood. As customary, there are a half-dozen prospective candidates mentioned. John Elmer, president of WCBM, Baltimore local, now the first vice-president, is regarded as a formidable candidate, particularly since the last two presidents—Mr. Myers and Leo J. Fitzpatrick, WJR, Detroit—have been elevated from the first vice-presidency.

### Other Candidates

Others carrying more than casual support at this early date are Gardner Cowles Jr., KSO-KRNT, Des Moines, second vice-president; Harold V. Hough, WBAP, Fort Worth, treasurer; Ed Craney, KGIR, Butte, because of his leadership in copyright; E. W. Craig, WSM, Nashville, strong candidate last year; Arthur B. Church, president of KMBC, Kansas City; Joseph O. Maland, vice-president of WHO, Des Moines; John Gillin Jr., WOW, Omaha.

Messrs. Church, Maland, Craig and Gillin are directors. The last-named is up for reelection. Should one of the former three be elected, his unexpired term as director would have to be filled. Other directors whose terms expire, in addition to the four officers, are Alfred J. McCosker, WOR; Harry C. Butcher, CBS Washington vice-president, and Gordon Persons, WSFA, Montgomery, Ala. The untimely death in April of W. Wright Gedge, of WMBC, Detroit, caused another vacancy. Also, Mr. Bald-

(*Continued on page 58*)

### Broadcasting to Publish Convention Daily

**DURING the three days of the NAB Convention—June 21, 22 and 23—BROADCASTING Magazine will again publish a daily edition covering the current news developments of the convention and of radio generally. Our daily publication will be distributed on a complimentary basis to those attending and will also be sent to practically the entire mailing list of BROADCASTING so that radio advertisers, agency men and others interested in the developments may keep abreast of them. Once again BROADCASTING must reject, with regrets, the numerous offers of advertising being received for its daily editions because it does not regard this service medium as a good advertising buy. Our July 1 edition, of course, will carry the usual run of advertising with complete accounts and a pictorial review of the convention.**

## *Legislation for Five-Year Licenses Is Opposed in Letter Sent by FCC*

OPPOSITION to the Anderson bill (HR-5038) proposing five-year licenses for broadcasting stations was expressed by the FCC in a report on the measure submitted to the House Interstate & Foreign Commerce Committee and made public May 26.

Contending that the art of radio broadcasting is rapidly changing, the FCC held that enactment of the bill would tend to "freeze" existing conditions.

Upon receipt of the report, Rep. Anderson (D-Mo.) asserted he would continue his fight for the five-year license bill and if he did not succeed in procuring its passage at this session he would reintroduce it at the next. Asserting he saw no reason why the FCC should "continue to crack the whip over radio broadcasters as is now possible with six-month licenses," the Missouri Congressman said the FCC "should administer the laws and not attempt to legislate which is the function of Congress."

Under the existing law, the FCC is authorized to issue broadcast licenses for three years but has never granted them beyond six-month periods on the ground that conditions are not sufficiently stable. Broadcasters have long sought licenses for the full term permitted in the law, contending that only with a longer tenure could stability in the industry be established.

The FCC letter, in the nature of a routine report on the bill, bore the signature of Chairman Prall. It stated:

> The art of radio broadcasting is rapidly changing. At a later date conditions in the industry may become more stable. It is conceivable that the adoption of this bill would tend to "freeze" existing conditions. Adoption of a five-year minimum license period would recognize in principle that the allocation of frequencies has achieved a proper equilibrium. It has been the experience of the Commission that changes in the allocation of frequencies may be expeditiously accomplished under shorter term licenses. It will be observed that the existing law authorizes the Commission to extend the term of broadcasting licenses up to three years. If there exist sound reasons for the extension of the term it would seem preferable that the Commission try a longer term of license before the statute is changed to make such action mandatory.

## New Studios in Chicago Are Opened by WBS to Serve Midwest Clients

NEW Chicago studios of World Broadcasting System at 301 East Erie St. were opened May 21. Three modern studios, complete vertical recording and processing facilities, and spacious offices, entirely air-conditioned, are included in the new structure, occupied solely by WBS.

Studios and production plant were designed and built with cooperation of Bell Telephone Laboratories, Western Electric Company, and Electrical Research Products Inc.

The largest of the studios can seat an orchestra of 80, being 54′ x39′x20′. Two others are 41′x26′x 20′ and 33′x24′x20′ respectively. All studios are of full-floating, nonreflective type, with live and deadend construction. A battery of six Western Electric recording machines provides facilities for transcribing by both vertical and lateral methods. Programs may also be recorded by direct wire, or "off-the-air."

The processing plant employs production methods now in use at World's New York headquarters. Test pressing provides audition discs for checking and final approval of finished masters.

Among clients of the Chicago headquarters, are Procter & Gamble Co., with six current WBS campaigns, Allis Chalmers, Studebaker, A. J. Folger, Mid-Continent Petroleum, Wander Co., Schlitz.

A. J. Kendrick, vice-president in charge of WBS Midwest activities, has invited station owners and managers, agency executives and prominent broadcasting officials attending the NAB Convention June 20-23 to visit the new plant.

## North Carolina to Allot Tourist Promotion Fund

AWARD of the agency contract for handling the $250,000 fund recently appropriated by the North Carolina legislature to promote tourist traffic and attract industry and farmers to the state will shortly be announced. The sum was placed at the disposal of the Board of Conservation and Development, which invited various agencies to present plans. These plans are now before it, 24 large and small agencies bidding for the account and appearing May 12 at a meeting called in Raleigh. Although the concensus is that all of the money should be spent in media outside of the state, Richard H. Mason, manager of WPTF, Raleigh, appeared to urge the use of radio advertising, which is definitely included in some of the agency presentations. The appropriation is designed to cover a two-year campaign starting July 1.

## Zenith to Use Network

ZENITH RADIO Corp., Chicago, will start a network series sometime in September. The firm is now negotiating for time for the series which will probably originate in Chicago. No spot advertising is planned for this year. E. H. Brown Adv. Co., Chicago, handles the account.

## Ford Dealer Tour

FORD DEALERS OF AMERICA, Detroit, sponsors of *Watch the Fun Go By* and *Universal Rhythm*, half-hour programs broadcast on Tuesday and Saturday nights respectively over nationwide CBS networks, are sending *Al Pearce & His Gang*, stars of the former program on a barnstorming expedition which will take them on a tour of 36 cities, and are expanding the second show into a full hour broadcast and moving it to the Sunday night spot occupied during the winter months by the *Sunday Evening Hour* sponsored by the Ford Motor Co. N. W. Ayer & Son Inc. has the account.

## Ford Dealers Series

TWIN CITY FORD DEALERS, Minneapolis and St. Paul, recently started a month's spot campaign on seven stations. Daily one minute announcements are being used over WEBC, KSTP, WDGY, WEAU, KSOO, KWTN and WNAX, McCann-Erickson Inc., Chicago, is agency.

WORLD Broadcasting System will work a skeleton staff on Saturdays during the summer, beginning May 29, with employes in each department alternating in handling the Saturday business.

## Lunches for Agencies

H. K. CARPENTER, vice-president of United Broadcasting Co., operating WHK and WJAY, Cleveland, and C. A. McLaughlin, sales manager, have inaugurated a series of weekly luncheons for members of the various advertising agencies in Cleveland. These luncheons are to be held weekly in the WHK-WJAY sales audition room. The first luncheon was held May 26 for members of the firm of McCann-Erickson. Other luncheons for other advertising agencies will be held on succeeding Wednesdays. Mr. Carpenter and Mr. McLaughlin felt that agency executives would thus gain a better understanding of the local radio picture.

## Cantaloupe Drive

WESTERN GROWERS Protective Association, Los Angeles, in the interest of California and Arizona grown cantaloupes, honey dew and honey ball melons, through J. Walter Thompson Co., that city, on July 10 will start a six-week spot announcement campaign concentrating on the eastern market. Announcements will be used six times weekly on 15 stations.

## *Counsel for Test of Copyright Law In Montana Is Considered by the NAB*

WITH MONTANA as the test battle ground on state copyright legislation, the NAB tentatively has selected Alfred Schweppe, Montana attorney, to represent its interests in the appeal taken by ASCAP to procure injunctive relief.

The Montana law, drastically restricting operations of ASCAP, and other copyright groups, was the first of the half-dozen state laws to be enacted dealing with copyright. Mr. Schweppe appeared along with other counsel for the state in the injunction proceedings before the State Court at Helena in April. If retained he will be counsel for broadcasting stations in the state under the aegis of the NAB. It is expected that the Montana State Court action, whatever its decision, will be appealed to the Circuit Court of Appeals in the Mountain District. ASCAP appears to be concentrating its fire upon the Montana law as a test case.

Acts similar to the Montana law already have been approved in Washington and Tennessee. Several other states also have taken action on copyright measures designed to restrict its operations but not definitely along the lines of the Montana measure [BROADCASTING, April 15, May 1].

### Passed in Nebraska

The Nebraska one-house Legislature passed an anti-monopoly bill dealing with copyright last month and it was signed by Gov. R. L. Cochran on May 17.

The bill, while differing radically from the measures adopted in Montana and Washington, nevertheless is far-reaching in scope. The main proviso is that the purchase of music at a price specified by the publisher or the copyright owner would authorize public performance in perpetuity. In other words, there would be no performance royalty aside from that paid at the time the original piece of music is purchased. Other provisions of this bill specify that the copyright owner pay to the Secretary of State a 25c registration fee for each number and that existing contracts and methods of paying for copyrighted music be abrogated.

The Wisconsin Senate on May 19 approved a resolution memorializing Congress to enact legislation prohibiting "racketeering" on copyrighted music. Senator Zimny, author of the resolution, asserted that proprietors of business places were being "victimized" by corporations controlling musical copyrights.

Copyright legislation also has been introduced in Florida while legislatures in Iowa, Ohio and Minnesota adjourned without acting on pending measures.

Still planning to hold hearings on three pending copyright bills, the Senate Patents Committee, as BROADCASTING went to press, had not been able to set specific dates. The bills pending are the Sheppard Bill (S-2031), identical with a measure suggested by Ed Craney, manager of KGIR, Butte, the Guffey Bill (S-2240), which proposes to recognize the rights of performing artists in restricting broadcasting of their works and the Duffy bill (S-7), holdover from the last session. Both the Duffy and Guffey measures are favored by broadcatsers as bills which would effectively strip ASCAP and other copyright combinations from their arbitrary operations.

## Extension Refused In Transradio Suit

### Case Now Expected to Come to Trial Some Time in June

THE MOTION of the 17 defendants in the restraint-of-trade case brought by Transradio Press Service Inc. and its associated Radio News Association Inc., for permission to get depositions from witnesses living more than 100 miles from New York and for an extension of time to procure these depositions, was denied by District Judge John W. Clancy May 17. This is believed to be the final attempt at postponement of the suit, which was placed on the reserve calendar May 24 and will probably come to trial sometime in June.

The motion, which was accompanied by a memorandum charging Transradio with news "piracy" was filed under Equity Rule 56, which provides that time may be granted for the obtaining of depositions if the petitioner shows some strong reason for taking this evidence and also why it was not obtained during the 90 days allowed for filing an answer to the charges of the plaintiff. Such testimony is sworn to before some local official and may be used as evidence at the trial. Hence, if the attorney for the opposing side wishes to cross examine the witness, he must travel to the point of the deposition. Such a motion is not usually granted unless the petitioner is able to show rather conclusively that the evidence he expects to receive is important to the case.

### Answer of Plaintiffs

In his answer, Isaac W. Digges, counsel for the plaintiffs, stated that the defendants' application did not show reason why the testimony could not have been taken before, did not give a proper statement of the testimony expected from these witnesses, and did not show strong reason for taking the depositions. He charged that the defendants were seeking the help of the court in obtaining evidence.

His answering memorandum continues: "Memorandum submitted by counsel for the defendants discloses that they will attempt to prove the plaintiffs guilty of unclean hands . . . . There is no showing whatsoever in the moving affidavit that the witnesses sought to be examined will testify that the plaintiffs herein ever disseminated the news alleged to have been 'pirated', much less that it was disseminated in competition with any of the defendants . . . .

"The plaintiff news-gathering associations have attempted, during more than three years of their business activities, to conduct their business upon the highest ethical plane . . . . No complaint has ever been made by any defendant to the plaintiffs that any single item of its news was unfairly appropriated, and no action for any such alleged appropriation has ever been instituted against these plaintiffs by any defendants or anyone else.

"A roving commission giving to these defendants the opportunity to take depositions would merely prolong the severe handicap of unfair competition from which the plaintiffs presently suffer, and could serve no useful purpose."

In the individual trade libel action of Transradio versus United Press the latter has been granted until June 14 to file an answer.

# Several Unions Seek Radio Affiliates

## *CBS Signs Agreement With Guild for a 5-Year Period*

LABOR UNIONS, which have hitherto neglected broadcasting as a field for organization, except musicians who were already strongly unionized before entering radio, are now making up for lost time.

Technical staffs of many stations have become members of unions affiliated with the A. F. of L. or the C. I. O. and already these two parent groups have begun fighting over the right to organize the radio field. Actors' Equity has announced its plans of bringing talent into the union fold. Some news writers, editors and commentators are joining the Newspaper Guild, though in no large numbers, and their fellow writers of the publicity staffs are beginning to consider some such membership. Announcers and production men have formed their own independent organization, the American Guild of Radio Announcers & Producers, which has just won recognition and a five-year contract for its members at CBS headquarters in New York, birthplace of the organization.

### CBS Agreement

On May 27, following a series of conferences between the committees appointed by CBS and by the AGRAP, the network signed an agreement covering hours, wages and working conditions for announcers and assistant directors employed in its New York studios. The agreement runs for five years and is based on a five-day, 40-hour week. The Guild is recognized as exclusive bargaining agency for these employes; the principle of a Guild Shop is recognized, with the Guild agreeing either to accept into membership any employe engaged by CBS or to waive this membership requirement.

The contract provides for a new wage scale, and immediate salary increases were put into effect. Announcers will receive fees for commercial broadcasts and will be paid for vacations and periods of illness in accordance with the company's existing policy. Cases of dispute between employes and company will be arbitrated under the rules of the American Arbitration Society.

### Controversy at WHN

The possibility that the field of broadcasting may be added to the battlegrounds on which the American Federation of Labor and the Committee for Industrial Organization are fighting for the right to represent the employes in their dealings with the employers came that much nearer to realization last week when the A. F. of L. interrupted negotiations between WHN, New York, and the American Radio Telegraphists Association, C. I. O. union with which WHN's technical staff is affiliated.

Since Loew's Inc., owner of a chain of motion picture theatres as well as WHN, already employs musicians, stage hands and motion picture machine operators belonging to unions affiliated with the A. F. of L., this organization has asked that Loew's deal only with A. F. of L. unions and refuse to recognize C. I. O. affiliates. Following an informal hearing held in the office of Mrs. Elinore Herrick, regional director of the National Labor Relations Board, it was decided that the WHN technicians would continue to work under their present conditions until a formal hearing could be held and a decision reached.

On inquiry from BROADCASTING Mrs. Herrick stated that the question resolves itself into a definition of what constitutes a unit for collective bargaining. If the technical staff of WHN is such a unit, then they should be allowed to be represented by the A. R. T. A. If, on the other hand, the unit comprises all Loew's employes, then under the majority rule they should be represented by the A. F. of L. unions. It will probably be several weeks before the local board can hear the case and the trial examiner make his report to Washington, and probably several weeks more before a final decision will be handed down.

Meanwhile the A. R. T. A. has filed charges with the National Labor Relations Board against WHN, claiming that the station had asked for a postponement of negotiations which the union had granted with the provision that no attempt to dissuade the men from union membership be made, and that the station had then violated this agreement by attempting to form a company union, offering the men the same benefits asked for by A. R. T. A.

### Announcing Guild

Harold Katan, A. R. T. A. organizer told BROADCASTING that after numerous postponements Louis K. Sidney, managing director of WHN, and Herbert Pettey, assistant manager, had held two meetings with two C. I. O. representatives and three of the station engineers, but that they had been unable to reach an agreement on the matters of a closed shop and a basic wage scale. It was at this point in the proceedings that the A. F. of L. group suddenly entered the picture, he stated.

The new American Guild of Radio Announcers and Producers, formed in April by the announcers and assistant directors at CBS headquarters in New York, had not yet completed the working out their agreement there before the 17 announcers and producers of WMCA, New York, that station's entire production staff, joined the organization. The Guild immediately sent a letter to Donald Flamm, president of WMCA, notifying him of the move and asking him to recognize AGRAP as the sole bargaining agent for these employes. As in the case of CBS, the Guild's demands were for recognition, maximum hours of work, minimum wages, and other incidents and conditions of employment.

Roy Langham, president of the Guild, told BROADCASTING that while no official reply had been received from the station the Guild had had an informal response that it would be recognized by WMCA. This was verified by William Weisman, vice-president and attorney for WMCA, who stated that when AGRAP comes in with proof that it actually represents the WMCA employes the management of the station will be willing to sit down and talk things over with a Guild committee.

### Equity About Ready

The Actors' Equity Association will undoubtedly begin its campaign to organize radio talent in the near future, probably soon after the election of its new officers on June 4. The election will have no effect on its radio plans, BROADCASTING was informed at Equity headquarters, as all candidates have pledged themselves to support a radio drive.

While no plans have been divulged, it is considered likely that Equity will tackle the networks first, asking them to recognize Equity as the bargaining agent for talent and pointing out that they will have their choice between dealing with this group which has behind it a long experience in the theatre or with some more radical, less experienced organization. If the broadcasters do not recognize Equity at first, further steps will be taken, it was unofficially stated.

**HOW HARD IS COAL?**—Hard enough for engraving, Frank Megargee, president of WGBI discovered, when Mayor Stanley J. Davis, of Scranton, presented him with a desk piece carved from anthracite. In the group are the Mayor (left), Mr. Megargee (center), and Announcer Bill Pierce. Occasion for the presentation was WGBI's affiliation with CBS.

V. G. Mathison, C. I. O. organizer in Los Angeles, following an organization meeting May 25, announced that technicians and announcers representing eight independent radio stations and two network studios in the Los Angeles area have joined Local 15, American Radio Telegraphists' Association, and appointed Chester H. Jordan, secretary for 90 days. They also elected three delegates from their group to the Los Angeles Industrial Council. Committeemen from each station were appointed to contact other members of their respective studios in a membership drive.

Progress will be reported at the June 1 organization committee meeting. A general membership meeting is scheduled for June 8 when it is planned that demands will be drafted for a minimum wage scale and maximum hours which will be presented to station managers. Gordon, heading the group is national representative of the American Radio Telegraphists' Association and also district organizer of the United Electrical Workers of America.

### Stations Now Unionized

Stations now represented in Local 15 by announcers, technicians and other employes, as announced by Mathison are KGFJ, KFVD, KEHE, KFAC, KIEV, KMTR, KRKD, KFXM, KFI and KHJ. KFVD and KGFJ are said to be 90% organized and KFAC 80%. KFI and KHJ, are affiliated with NBC and Mutual-Don Lee network, respectively. A concentrated drive to organize NBC and CBS will be made following the independent station campaign and will include all employes.

Mathison spent several days in San Francisco this past month, quietly looking over the field. Although he contacted several station employes, both announcers and technicians, he stated that there will be no drive in that area for the time being.

NBC Hollywood employes on May 20 took initial steps to form a company union for collective bargaining, similar to that formed among the network employes in San Francisco a few days prior. Excluded from the group are technicians and engineers already organized.

Temporary officers and a committee of six have been named to draw up bylaws and a constitution. Tracy Moore is chairman and Helen Aldrich secretary. Both are of the sales department. Committee members and the departments they represent are Jack Votion, and Honor Holden, artists bureau; Claude Ferrell, maintenance; Jean Darrell, program; Ed Ludes, sound, and Joe Alvin, publicity. Purpose of the union is to represent the employes in dealing with NBC concerning any grievances, labor disputes, wages, rates of pay, hours of employment or conditions of work, according to Alvin.

NBC has 56 employes in Hollywood, exclusive of executives and those already organized. All are expected to come into the company union. Employes are already virtually on a five-day week with 38 hour weekly schedule.

A strictly non-union city, Los

(*Continued on page 70*)

# A Glimpse Into the Future of Television

By ORRIN DUNLAP Jr.

## Home Movie Size Images as Exhibited by RCA Indicate Practical Possibilities of the Visual Medium

THOSE skeptics and pessimists who have argued that television pictures confined to a 7x10 inch frame are too small to warrant enthusiasm for home-television, had their pessimism blasted when Dr. Vladimir K. Zworykin and Dr. R. R. Law of RCA Mfg. Co. staged a large tele-screen show at the recent silver jubilee convention of the institute of Radio Engineers in New York [BROADCASTING, May 15].

Dr. Zworykin sounded the keynote of the demonstration when he exclaimed:

"The prospects of improving the light output of projection tubes seem excellent and there is every reason to believe that the projection type receiver will soon be added to our practical television system as a solution of the problem of obtaining large home television pictures."

He then set out to prove that he knew what he was talking about; that this was not mere prophecy.

### Was It a Dream!

Engineers, who for years have contended that television on a large screen is but a dream, found themselves at last applauding an 18x24 inch 441-line picture of home-movie texture, and then to their amazement the image was "blown up" to 8x10 feet. The giant picture, of course, was not as distinct in detail as was the home-movie size picture; nevertheless, it was surprisingly clear and the engineers all seemed to agree that they were witnessing a significant step television was taking toward the American fireside and possibly the theatre.

These experts, who approach all such demonstrations as "from Missouri", had to be shown that the new Zworykin-Law magic would work. Radio men have seen large tele-picture "shows" before by wire and radio. But these demonstrations of the past were made possible by a mechanical scanner's whirling disk with its rim festooned with tiny lenses, now quite generally discarded as impractical for home utility.

Even as far back as 1926, radio men watched clusters of light sweep and gyrate across a screen to "paint" life-size images, but they had never seen an electrified picture on the flat face of a cathode ray tube, in which rests the hope for home-television, projected on a screen. Here was a real trick of magic that convinced many an engineer that possibly television after all has a future linked with the home.

David Sarnoff, president of RCA, declared recently to the American Physical Society that the major obstacles to the public introduction to television are no longer in the field of research or engineering. Television has reached a stage where it now demands the creation of a new art-form; it must build networks and in Mr. Sarnoff's words, "justify an economic base capable of supporting an expensive program service."

Perhaps it is high time an economic formula is devised as an answer to the riddle: Who will pay for television? Will advertisers? Can an art so closely related to the cinema "get away" with advertising when the theatre screens long since learned it would never do? Perhaps it is time for the program planners, playwrights, performers, camera men, scenic designers and a host of others to swing into line for television.

### An Eye of Magic

The Zworykin-Law tele-screen challenged artistry. The genuine applause of more than 1,200 radio technicians was significant. Here was television of home-movie standard on an 18x24 inch screen, and that is about the size of a newspaper page.

The magic was performed by what the technicians call "a projection kinescope". This all-seeing device, Dr. Zworykin introduced a decade ago, as a practical radio "eye" for a television receiver. At the same time he offered the iconoscope as the "eye" for the television camera. It does for sight what the microphone does for sound. Then, at the receiving end, the kinescope does for light what the loudspeaker does for sound. For ten years or more, Dr. Zworykin and his staff have been improving these electric "eyes". Today they are sensitive radio optics, destined eventually to extend the optic nerve of man to see far beyond the horizon.

The camera's lens has given the iconoscope greater power to see, and now with lenses applied to the kinescope the receiver's "eye" projects what it sees in space, to a wall screen. It is said to cost at least $100 to build a projection-kinescope "by hand", and, of course, that adds considerably to the already high cost ($500-$800) of "tailor made" television sets. But once the research engineers convince the commercial experts that the "eye" can be built in quantities and the public demand warrants, then mass production will lower costs. One engineer associated with the development estimated more or less as a guess, that perhaps as time goes on, a projection gun might be simplified to sell for ten dollars.

The history of radio's rapid growth from a mere "craze" to a billion dollar industry is proof enough of how science and commercialism go hand in hand when the public beckons.

The radio engineers were invited to Radio City for a showing of 7x10 inch television, and although the tele-reels featured the dramatic Hindenburg tragedy and the exciting Kentucky derby, there was nowhere near the applause for this direct viewing kinescopic "show" as for the large projected scene. It should be explained that in the large screen test actual television pick up was not utilized. A still picture on the face of the cathode ray tube was used for the "laboratory" projection. But as one noted engineer commented, "it's easy to make the picture move."

### Easy on the Eyes

Dr. Zworykin with his usual modesty wanted it clearly understood that the unique projector is "the result of the concerted effort of many minds." He knows that television is no one man affair anymore than was wireless.

DR. ZWORYKIN

Then he proceeded to demonstrate the new kinescope with the lens arrangement in front of it to magnify and throw the image on the screen. It made the current style of television receivers look rather obsolete for they are built so that the image on the flat end of the funnel-shaped kinescope is reflected on a mirror-like screen on the underside of the cabinet's lid. As the lid is raised and tilted the picture is within view of the spectator.

Now, here was a new instrument looming as an ultimate home-entertainer for it presents a fairly large-sized motion picture that can be seen by the entire family without crowding around the machine, without squinting and without eye fatigue. This was a picture large enough to possess real entertainment value.

Brightness in the highlights of the 18 by 24-inch picture is rated as 0.9 candles per square foot. Dr. Zworykin explains that this appears to be an acceptable minimum of home television. His scientific paper on the new unit revealed that it represents new advances in the evolution of electron guns, in fluorescent screen materials, vacuum tubes, optical systems, radio circuits, besides new applications and developments in lenses. Dr. Zworykin's "nut shell" explanation is that the projector is an electron gun, the target of which is a fluorescent screen on the flat end of the evacuated cathode ray tube or kinescope.

He said that the trick of obtaining pictures larger than 7x10 inches could have been accomplished by merely increasing the dimensions of the kinescope, and that could be done within reasonable limits without a serious sacrifice of brilliance, which is an extremely vital factor in television. Every "ounce" of light is precious. But to "blow" the picture up to the size of a newspaper page, would call for a giant and extremely costly tube. For example, the diameter would be nearly 30 inches, the length more than three feet and the glass face or "screen" would have to withstand a pressure of five tons. Obviously this was not the secret of larger telepictures, so Dr. Zworykin and his staff turned in other directions.

They discovered that the best alternative method of obtaining an enlarged picture was through a "projection kinescope", and they

PICTURE OF TELEVISION—This is the television image as photographed on a 3x4 foot screen after projection by the latest radio lens and electron gun developed by Dr. V. K. Zworykin and Dr. R. R. Law.

decided to design and build one. It is no overnight discovery, but the work of years. The electron gun resulted and it is no mere toy for it operates at an over-all voltage of 15,000 volts, delivering a beam current of about 400 microamperes, thus generating 6 watts at the fluorescent screen.

Incidentally, the fluorescent materials commonly used in the projection kinescope are zinc or zinc beryllium orthosilicates. This gives a yellow-green tint to the picture. Zinc sulphides, on the other hand, produce a nearly white-light picture, but the sulphides are inclined to instability, according to Dr. Zworykin.

### A Matter of Light

"The projection tube is similar to the direct viewing kinescope in principle," said Dr. Zworykin, "but produces a small, very bright image. Then, by use of suitable projection lens, the picture on the kinescope may be projected to any desired size on a suitable screen. The principal problem involved in this method is that of obtaining sufficient illumination on the screen, so that the picture may be viewed without fatigue."

The most efficient viewing screen, Dr. Zworykin explained, is one offering "highly directional transmission", so that the picture can be viewed without too serious loss of light within an angle of 20 degrees.

Another problem has been to solve the commercial aspects of the lens problem. For instance, a lens for television must be one that can be manufactured in quantities and must be relatively inexpensive. But Dr. Zworykin explains that since the resolution of the picture is 441-lines "the figure and correction of the lens do not have to be perfect, as in the case of a photographic objective." This is an important consideration in large scale production. Since lens makers have never before been confronted with the problem of making high quality lenses in quantities foreseen for television, cost estimates are at best guesses.

"If we are satisfied with the brilliance of a home movie projector, the new projector kinescope and its lens come very close to fulfilling the minimum requirements," said Dr. Zworykin. "But it will not yet compete with the picture produced on the screen of a 12-inch kinescope, although the conditions are by no means unattainable.

### Lens Problems

"Since the initial work on projection tubes was carried out at a time when a good imagination was an essential aid to viewing a picture, it can readily be recognized that a certain amount of inspiration went hand in hand with science. To enable the lens to be placed directly in front of the kinescope's 'screen', it was necessary to make several radical modifications in the flask-like tube. Better focusing of the electron beam is required, and now the fluorescent spot, which 'paints' the image on the screen is no longer round but elliptical."

In the language of the technician the new development is described as "a two-lens electron optical system" which has ability to withstand electron bombardment for satisfactory periods of time without undue deterioration.

"The question of the useful life of the fluorescent material immediately comes to mind when high voltages and currents are employed," said Dr. Zworykin. "The picture is more encouraging than might be imagined; life tests run with a steady beam current of microamperes at a potential of 10,000 volts have shown an efficiency drop of only 27% in 1,200 hours. This, indeed, is more satisfactory than were the results at 50 microamperes and 6,000 volts a brief three years ago. There is every reason to believe that work in progress will yield comparable improvements."

### Liquid Lens Developed

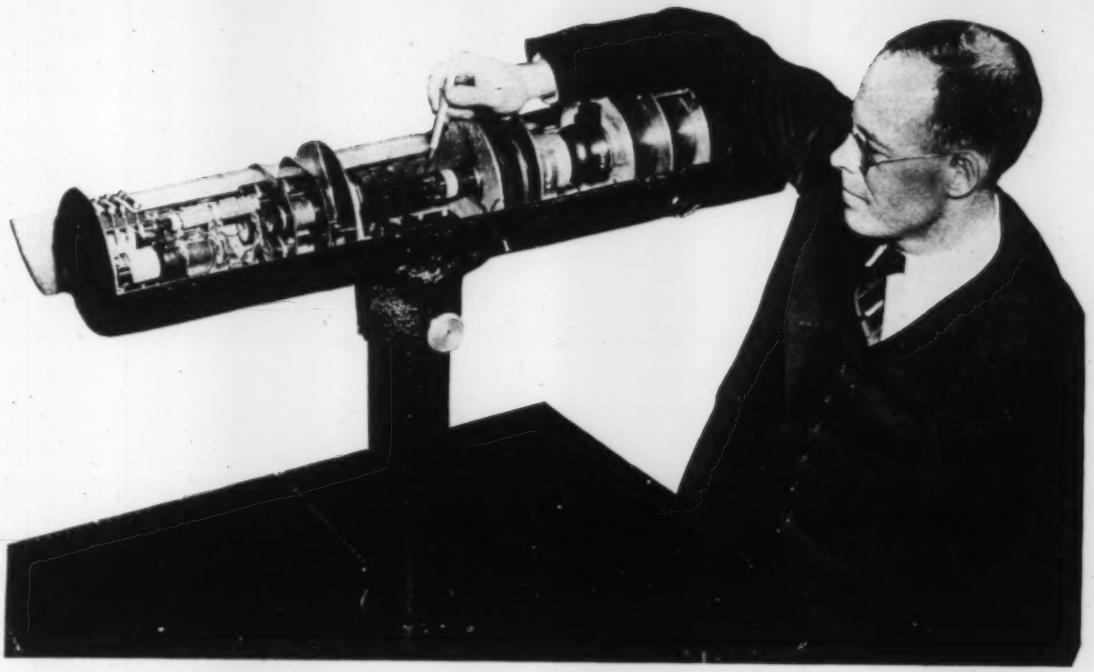
A further development which the research experts say is likely to evolve from this teleprojection system is a so-called liquid lens. They point out that there is some possibility of improving the performance of television projection by improving the optical system. Increasing the diameter of the projection lens is considered an obvious way, but the prohibitive costs of such a lens is a restriction.

The possible clue to the solution of this problem is found in Dr. Zworykin's report that "by the use of a liquid lens in contact with the face of the projection tube there is a possibility of increasing the light-gathering power of the system."

Such a lens he described as consistency of a hollow, hemispherical shell sealed in the front of the projection tube, designed to increase the effective aperture. The liquid of the lens also aids in the dissipation of heat generated at the fluorescent screen, thereby lengthening the costly tube's life.

While the American engineers were applauding the teleprojector, the British Broadcasting Corp. was telecasting the coronation procession through telephoto lenses on electric cameras linked by coaxial cable to the image transmitter at Alexandra Palace.

May 12, 1937, may be recorded in history not only as the day King George VI was crowned but also "King Television" destined to rule over the ethereal domain, for this monarch of science will be seen afar as his voice is heard.



ELECTRON GUN—Dr. R. R. Law of the RCA laboratories points to the electron gun in the new Kinescope for projecting television images on large screen. The compartment at left holds the three-tube picture amplifier. At right are fluorescent screen and objective lens. Power supply and scanning units are housed in the cabinet below the gun. The projecting apparatus was shown to the IRE.

## NO TELEVISION YET
### But RCA Could Build a Set To Sell at $400

DAVID SARNOFF, RCA president, in an address before 500 RCA radio wholesalers at the Drake Hotel in Chicago May 19, said that the company could build television sets today to retail around $400. No such receivers would be placed on the market this year, he continued because there was no certainty when television would become commercially possible.

Limited range of the present television transmitters, lack of line facilities and the problem of developing suitable programs at a reasonable cost were three of the problems to be solved before television would be commercially feasible.

In speaking of the financial position of RCA, Mr. Sarnoff said that all three divisions—manufacturing, broadcasting, and radio communications are operating profitably with all divisions likely to show even greater increases in revenue this year.

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ELECTRICAL RESEARCH Products Inc., Hollywood, has started construction of its new plant at Seward & Romaine streets. Plant, to cost approximately $250,000 completed, will consist of three two story buildings. One structure will be for the general offices. It will also include a review room and complete recording laboratory. Other buildings will be a warehouse and garage.

## *LUBCKE FORESEES TELEVISION STATUS*

THE television of the future will combine the more advantageous qualities of current broadcasting, motion pictures, newspapers, magazines and the bill board, Harry R. Lubcke, television director of the Don Lee Broadcasting System, Los Angeles, told delegates at the annual Pacific Coast Electrical Association convention in Pasadena, Cal., on May 20 when he was guest speaker.

He pointed out that television has every opportunity of becoming the most intimate and perhaps the most pleasurable contact between advertisers and the public.

"I envisage, along with interesting eye-and-ear entertainment, the presentation of the commercial message with a theme-picture, a theme-song and a single word, rather than the multi-worded commercial announcements in use today," he said. "Television programs will be available only a few hours per day, at first. The concept of the 'nightly performance' will follow. Later, following the trend of early broadcasting, more and more programs will be televised, until finally, television will be as continously available as is radio today."

He stated that past and present television broadcasting cannot be sponsored and is currently a non-profit activity. In addition to speaking, Lubcke supervised television demonstrations at stated intervals during the three-day convention, using newsreels and short subjects. Picture transmission was over W6XAO, the Don Lee television station in Los Angeles.

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A SPECIAL Medal of Merit has been awarded to Engineer Charles Nehlsen and Announcer Herbert Morrison of WLS, Chicago, by *Radio Guide*, fan weekly, for their work in the recent Hindenburg disaster. [BROADCASTING, May 15].

# Disc Reproduction Fees Are Disputed

## MPPA and SPA Battling for Right to Collect Payments

WHETHER transcription manufacturers will continue to pay the Music Publishers' Protective Association for the right to record popular music or whether their future payments will be made to the Songwriters' Protective Association is a question that was not settled as this issue of BROADCASTING went to press. Practically the only certainty in the entire situation was that they would continue to pay, regardless of which faction wins in the current series of meetings between the committees of the SPA and MPPA to determine which organization shall control the disbursements of funds received from transcription makers and motion picture producers for these mechanical reproduction rights.

The issue was raised by SPA the middle of May, when it notified the transcription and movie makers and its membership that on June 1 SPA would begin clearing and administering the mechanical rights of the compositions of its members, under Article IX of its constitution. Under this clause each member of SPA assigns to the organization "any and all synchronization, recording, television and/or radio rights to any song or musical composition" except the small rights assigned to ASCAP. "The said rights shall be held by this association in trust for the members making such assignment, and any and all moneys received from the exploitation of said rights shall be distributed in such manner as the council shall from time to time direct."

### Ask Larger Percentage

Although a part of the constitution for several years, Article IX has not previously been invoked by SPA. Mechanical rights have been handled by MPPA, which has collected from the transcription firms and turned the collections over to the individual publishers who in turn have reimbursed the individual writers, with SPA having no part in the transaction.

At a series of meetings of committees of the two organizations the writers agreed to allow MPPA to continue to deal with the recorders and movie producers, but asked for a minimum of 50% of the proceeds, in place of the 33 1/3% usually received by the writer, and also asked that this money be turned over to the SPA for disbursement to its members, together with 2% of the receipts, to be taken from the 10% allowed MPPA for handling charges. So far the publishers have refused to accede to these demands, pointing out that they bear all the expense of exploiting the music and that they cannot afford to pay 50% to the writers. The publishers also say that many of the writers are indebted to them for advances against which their present earnings are being applied, so that it is necessary to deal with each writer individually. Neither do the publishers see any reason for making their list of customers and the details of their dealings with them available to SPA. The publishers further state that as long as writers under contract to write on salary for motion picture producers are allowed by SPA to waive the stipulations of Article IX, there is little reason for other writers to be bound by it.

When no agreement had been reached by the first two committee meetings Harry Fox, general manager of MPPA, also sent out a letter to transcription companies, on May 26, advising them that "my principals are the copyright owners of musical compositions published by them, and by virtue of such copyright possess the exclusive right to license the electrical transcription of their works. Consequently, I am authorized to grant licenses for the use in electrical transcriptions of all copyrighted musical compositions controlled by my principals. Included in such works are all compositions copyrighted prior to June 1, 1937, as well as compositions contracted for by song writers with music publishers prior to said date. I will thank you to address all your inquiries to this office after June 1 in the same manner as has been your practice to date."

At these committee meetings SPA is represented by Irving Caesar, president of the association, Joseph Young, George Meyer, Abel Baer, and Sam Lewis. The MPPA committee consists of A. M. Wattenberg, Louis Bernstein, Jack Bregman and Walter Douglass.

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DR. WALTER DAMROSCH, NBC music counsel, sailed with Mrs. Damrosch on May 29 for a month's vacation in Italy and France.

## WFIL Auto Tags

WFIL, Philadelphia, has given employes who drive their own automobiles new license plate attachments which prominently display the station's call letters. The plates were designed for the dual purpose of publicity and as a silent plea for added consideration from police. Measuring 8x2½ inches, the tags are strikingly inscribed with the letters WFIL in royal blue on a field of white. Radiating electrical impulses at each end carry out the radio motif, while two raised squares atop either extremity are lettered in reverse colors with the inscriptions "NBC" and "MBS."

## N. Y. Milk Fund

THE technical advisory board of the New York State Bureau of Milk Publicity has set June 2 as the deadline for advertising agencies to submit plans for a "drink more milk" campaign for which the state legislature has appropriated $300,000. Previous campaigns, in which radio and newspapers were used, were conducted under the direction of J. M. Mathes Inc., N. Y.

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GULF REFINING Co., Pittsburgh, has signed a contract with Phil Baker, star of its CBS broadcast, calling for him to broadcast under Gulf sponsorship during the coming season to June, 1938, and giving Gulf an option on his services until June, 1940.

IT'S LIKE THIS, HERB—Arthur B. Church (left), president and general manager of KMBC, Kansas City, shows Herbert V. Ackerburg, CBS station relations vice-president, the salient spots in a recent audience study.

## Better Weather Report Move Gains Momentum

H. R. GROSS, news editor of WHO, Des Moines, several weeks ago started a lone campaign for more funds for the United States Weather Bureau in the interests of better weather reporting service for the entire country as well as the Corn Belt. [BROADCASTING, May 15]. The facilities of WHO are being used for a series of 15-minute broadcasts calling listeners' attention to inadequacies in the present service and making constructive suggestions for improvement.

Now WJAG, Norfolk, Neb., enters the fight with the added thought that "as far as daylight radio stations are concerned, there should be a weather forecast released two hours ahead of sundown so that such stations might broadcast a fresh report before signing off. Occasionally we have severe storms in Northeast Nebraska which are practically unpredicted."

## *March of Time* Suit

WITH the consent of the plaintiff, other employes will substitute for William S. Paley, CBS president, and Henry R. Luce, head of Time Inc., who were summoned to appear before the New York Supreme Court on June 4 for examination before trial in the $100,000 damage suit filed by Dr. Harold M. Hays against these companies. Dr. Hays charges that his name was used on the *March of Time* broadcast on CBS on Feb. 4 without his consent in violation of the civil rights law. At CBS headquarters it was stated that CBS will not be called until the suit against Time Inc. has been concluded, if at all.

## Pro Football Rights

JESSE L. KAUFMAN Inc., New York, radio talent agent, has obtained exclusive radio rights for the home games of the Brooklyn Dodgers, professional football team, during the 1937 season, beginning Sept. 19 and ending Dec. 5. Games are played on Sunday, with the exception of a Thanksgiving game. Sponsors of the teams winning the Eastern and Western titles may broadcast the intersectional championship game without additional fees, the announcement stated.

## *IOWA STATE GROUP NAMES LUTHER HILL*

LUTHER L. HILL, vice-president of the Iowa Broadcasting System, was elected president of the Iowa Association of Broadcasters at its annual meeting May 25, succeeding J. O. Maland, vice-president of WHO, Des Moines.

Earl N. Peak, owner of KFJB, Marshalltown, Ia., was reelected secretary-treasurer. A committee comprising Mr. Maland, Craig Lawrence of KSO-KRNT, Des Moines, and F. C. Eighmey, of KGLO, Mason City, was appointed to meet with athletic authorities of the University of Iowa and Iowa State College to arrange broadcasting of athletic events on a basis equitable to all Iowa stations.

Resolutions adopted at the meeting extended formal appreciation to Fred Little, IBS attorney, and Ralph Evans of WHO, for their work in preparing and presenting the radio libel bill recently enacted by the Iowa assembly. In attendance at the meeting, in addition to those named, were Hale Bondurant, WHO; Bill Quarton, Sumner Quarton and Don Inman, WMT, Cedar Rapids; Clark Luther, WOC, Davenport; Bob Kaufman, KMA, Shenandoah; W. I. Griffith, WOI, Ames; John Henry and Reginald Martin of KOIL, Omaha.

## Eaton Paper Contest

EATON PAPER Corp., Pittsfield, Mass. (stationery), is making plans for a radio popularity poll to be conducted early in the fall through a nationwide broadcast series of 26 programs plus promotion in a number of national magazines. Listeners will be asked to write letters nominating their favorite radio performers, with a cash prize of $1,000 to be given for the best letter. To the performer receiving the most votes the sponsor will give a Letter of Gold trophy, a plaque of gold inscribed with the sentiments of the best of the letters voting for him. Badger & Browning Inc., Boston, agency for Eaton, is now contacting radio stars most likely to be among the leaders in the poll, asking them to agree to write personal answers to the ten best letters each one receives in the contest.

## Salute Latin America

CBS inaugural "salute" programs to Central and South America via its newly established international shortwave station, W2XE, on May 12 with a one-hour evening program in which the Ambassadors of Argentina, Brazil, Chile, Mexico, Peru and Colombia participated from Washington. Others on the program, directed for direct and relay broadcast pick-ups in Latin America, included Xavier Cugat, Bidu Sayao, Brazilian soprano with Metropolitan Opera, Carlo Morelli, Chilean baritone with the same company; Dr. Leo S. Rowe, director of the Pan American Union, and Alberto Zalamea, South American news commentator on the CBS staff. The program was not broadcast on the CBS network, but was carried on 11830 kc. on its directional South American circuit.

# A Peek at Patricia Peck on the Air

## *Big Kansas City Store Tests Radio and Is Converted*

By IRENE COWAN

PECK'S DRY GOODS Co., Kansas City, Mo., is gratified with the results attained by its first venture on the air, a daily 15-minute broadcast at 11:30 a. m. on WDAF, which combines the man on the street idea with one of their own, *Women in the Store*. The program, titled *Peck's on the Air*, features Patricia Peck, style commentator, and during the first six months of the experiment a general increase in business of better than 10% has been chalked up. W. B. Bachman, advertising manager and originator of the program, attributes the step-up in volume to the air promotion.

A feature of the program is that the broadcast may be made from any department in the store, for the building is completely wired, and the microphone may be set up in whatever department is being spotlighted on the day's schedule. In this way, Peck's not only reaches WDAF's large audience, but benefits from the large crowds of women who gather about the microphone to witness the production of the program.

Those who tune in on the broadcast hear the ring of the cash registers, elevator boys announcing floors, customers walking and talking and salesgirls calling to floormen. This background to Patricia Peck's chatter of fashion, price and style gossip adds a touch of realism and the listener feels herself to be in the very heart of the store.

### Formula is Varied

Patricia Peck is a name well known to Peck's out-of-town mail order customers and city telephone buyers, for the store has offered the services of a personal shopper by that name for years.

The nature of the daily broadcast varies. Programs are made up of interviews with buyers, or representatives of manufacturers, talks with customers, and sometimes a fashion monologue by Patricia Peck. No music is incorporated in the week day programs. Sometimes the broadcast is in line with newspaper advertising for the day—at other times Miss Peck discusses merchandise not otherwise advertised. In this manner, a rather definite check has often been made of the radio "pull".

For example, a beautifully fitted makeup box manufactured by a famous cosmetician, valued at $7.50, was announced by Miss Peck to be on sale for only $1.95. No newspaper advertisement was carried on this item, and 20 calls were received in the first 15 minutes after Patricia Peck signed off. Not only that, mail orders were received and store purchases were made on this item for two weeks following the broadcast.

It has been found that the air program is especially effective for the merchandising of men's accessories and shirts, and women's dresses, although good returns have been observed on any item airwaved. An important rug sale was made to a customer in Western Kansas after a broadcast in the rug department of Peck's.

PATRICIA PECK

Recently Patricia Peck took a night plane to Chicago to obtain fashion information for the Bradley Revue of new spring knits. Large crowds attended the three-day show in the third floor sportswear department, and sales were high. The *Kansas City Star* carried a photo of Miss Peck alighting from the plane, and commented on the fact that because of the night flight, Patrica Peck would not miss her regular morning broadcast. Peck's ran a similar photograph in their advertisements of the Bradley Revue, and it was felt that the publicity tie-up helped to augment the attending audience.

So successful were the daily broadcasts that Peck's inaugurated a regular Sunday period, airwaved at the same hour, but broadcast direct from the *Star's* studio. The first Sunday program featured an interview with the famous dancing team, Veloz and Yolanda, who were in Kansas City at that time for the Jubilesta. The Sunday broadcast is definitely a good-will builder, being devoted to dramatizations of incidents in the lives of leading Kansas City citizens, and events of importance in the city. The time is always open to outstanding civic organizations such as the Boy and Girl Scouts, Y. W. C. A., Y. M. C. A., etc. The Philharmonic orchestra has been presented, and other Kansas City musicians have found a place on the program. At other times, recordings are used.

In the week-day broadcast time on the Peck program is offered for social calendars of women's clubs, Junior League, charity campaigns, etc. Patricia Peck thus became in a measure a social secretary of the air. This, the store management feels, has paid dividends in two ways—in the broadening of the listening sphere, and through the subtly earned loyalty of the socialites who are inclined to return the favor by making purchases at Peck's.

*Peck's on the Air* first broadcast from the *Kansas City Star* station on Sept. 28, 1936, has clicked in a highly satisfactory manner, more than paying for itself. According to Mr. Bachman, Peck's will continue the radio promotion indefinitely. The advertising manager feels that one reason for the success of the program lies in the fact that Patricia Peck (Miss Marian Crutcher), is employed by Peck's, and not by the broadcasting station. In this way her interest and time are undivided.

**PECK's was very much from Missouri when it decided to peck away at a bit of radio promotion. Instead of following a stereotyped program formula, Peck's planted microphone jacks all over the place and put Patricia Peck on the air every day a little before noon on weekdays. The program clicked so Peck's added a Sunday good-will builder. Now Peck's is a confirmed radio user.**

## Packard Summer Plans

PACKARD MOTOR CAR Co., Detroit (automobiles), has revamped its *NBC Packard Hour* originating from Hollywood, and starting June 8 it will become a musical show, featuring Johnny Green and his orchestra with Trudy Wood and Buddy Blair, vocalists. New program will continue to be heard over the NBC-Red network Tuesdays, 5:30-6:30 p. m. (PST), and talent also includes a 16-voice rhythm choir. Fred Astaire, Charles Butterworth and members of the present cast broadcast their final program June 1. Decision on the fall program has not been reached, but it was indicated that Astaire would not return at his own request, as he is planning a three-month trip abroad following completion of his present motion picture in Hollywood. Joe Stauffer of Young & Rubicam Inc., servicing the account, will continue to produce the show.

# WTHT Is Granted Forfeited Facility

### Gets Time Formerly Allotted Newport; New Texas Outlet

HOLDER since August, 1935, of a construction permit for a new local station in Newport, R. I., S. George Webb, described as a local publicity man and employe of the Newport Electric Co., on May 19 forfeited his CP for the station, which was to be signed to 1200 kc. with 250 watts day and 100 night and to be known as WNRI. The FCC Broadcast Division, sustaining Examiner Hyde's findings, denied another extension of completion date and ordered that WTHT, of the *Hartford Times*, hitherto a daytime 100-watter on 1200 kc., be given full time on that frequency.

The hearing was held in June, 1936, with E. Anthony & Sons, licensee of WNBH, New Bedford, Mass., and publishers of the *New Bedford Standard & Mercury*, entered as a third party seeking the same facility for a new station in Pawtucket, R. I. The FCC denied this application while granting that of the *Hartford Times* and ordering the forfeiture by Mr. Webb, who was allegedly unable financially to carry through his project and who was charged with having sought to sell the CP.

### Greenville (Tex.) Station

At the same meeting the Broadcast Division, sustaining Examiner Hill, authorized the Hunt Broadcasting Association, Greenville, Tex., to erect a new 100-watt daytime station there (KGVL) to operate on 1200 kc. The company is a partnership comprising Fred E. Horton, postmaster of Greenville and publisher of the *Greenville Banner*; J. L. Collins, owner of the local Washington Hotel and of music stores in Greenville and Tyler, and Nobel Young, merchant.

The station will replace KFPM, a 50-watter whose license was surrendered several years ago and whose application for revival and transfer of ownership had been denied. At the May 19 meeting the FCC denied the Voice of Greenville (KFPM) a CP for 100 watts on 1420 kc.

The Commission dismissed with prejudice the application of the *Escanaba* (Mich.) *Daily Press* for a new 100-watt daytime station on 1500 kc.; denied as in default the application of W. H. Marolf, Escanaba, for 100 watts on 1500 kc. full time; dismissed with prejudice the application of Cadillac Broadcasting Co. for a new 500-watt daytime station on 1140 kc. in Detroit.

## WWL Staff Changes

UPON taking over the general management of WWL, New Orleans on May 15, Vincent Callahan, former commercial manager of NBC's Washington stations, WRC and WMAL, announced that Capt. Arthur Pritchard, WWL manager for the last seven years, would be retained as assistant manager. On May 17 Mr. Callahan also appointed J. D. Bloom Jr. as chief engineer, Edward DuTriel as chief operator, and Francis Jacobs as chief control man. Application of WWL for a power increase from 10,000 to 50,000 watts on its 850 kc. clear channel has been ordered for hearing before an FCC examiner June 8.

# Plan for Federal Station Considered

### Rep. Celler Says Shortwave Bill May Go to Hearing

HEARINGS on the bill (HR-4281) introduced last Feb. 3 by Rep. Celler (D-N. Y.), proposing construction and operation by the government of a powerful shortwave broadcasting station to transmit educational and other programs to Latin American countries, may be held during the current session of Congress, according to Rep. Celler.

The bill is now before the House Naval Affairs Committee, to which it was referred because it proposes construction and maintenance of the station by the Navy, and Chairman Vinson (D-Ga.) states that he is awaiting a report on it from the Navy Department. Rep. Vinson said hearings would be held if the committee is able to clear its dockets of more pressing business. No companion bill has been introduced in the Senate.

That such a station be built and operated by the government was first suggested by FCC Telegraph Commissioner George H. Payne in a speech at Harvard last January. He is understood to have worked with Rep. Celler on its preparation. The bill calls for an appropriation of $750,000 for construction of the "Pan American Radio Station" and an annual appropriation of $100,000 for its program operation under the direction of the U. S. Commissioner of Education. The Navy would spend $50,000 a year for technical operation and maintenance.

#### Advisory Council

General policies of the station would be determined by an advisory council consisting of the Secretary of State, director-general of the Pan American Union, chairman of the FCC, Commissioner of Education and others to be designated by the President. The bill would prohibit advertising over the government-owned station but provides for program cooperation with privately owned radio stations and systems.

Rep. Celler, in introducing the bill, pointed out that President Roosevelt in 1933 had set aside five international shortwaves for such a station, enumerating these as 6120, 9550, 11730, 15130 and 21500 kc. He ridiculed objections to the station as an "entering wedge" into government operation of broadcasting stations, declaring:

"I am a firm believer in private initiative. I do not want to slam the door in the face of efficiency, enterprise and resourcefulness of private ownership. Our radio system, despite certain besetting evils of commercialism, is yet the greatest in the world, thanks to private control. One shortwave station, set up in pursuance of the treaty, in an assigned channel, on a non-competitive basis, will not in the slightest militate against private initiative. It will not lead to government monopoly."

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ITALY has issued a decree extending the censorship powers of the Ministry of Press and Propaganda to embrace all radio and television broadcasting. First important use of that power was the banning of the Coronation broadcasts from London due to the strained relations with England.

BORDEN SESSION—General get-to-gether agency men, Yankee Network officials and program personnel for a complete understanding and program of promotion for Borden Sales Co. Inc., New York (Chateau Cheese) sponsoring *The Chateau News Reporter*, on WNAC, WEAN, WCSH, WTIC, WICC, all Yankee stations, was held recently. Seated (left) Leland Bickford, editor-in-chief Yankee-Colonial Network news services, to his left, Linus Travers, Yankee-Colonial production manager; seated on table next to Travers, Carlos Franco and directly in back of him, Pete Barnum, both representing the agency, Young & Rubicam Inc., New York. Standing are Thomas Burch, assistant sales manager of New England for Borden, and Fred L. Bishop, head of Yankee Dramatic group, and sponsor's local sales personnel.

## Radio Tax Would Hurt Rural Listeners Most

PROPOSAL by Commissioner Payne of the FCC to tax broadcasting stations $1 to $3 per watt of transmitter power, has aroused wide opposition as depriving farmers and others living in rural communities, of their principal broadcasting entertainment, reports the May issue of *Radio Today*, edited by former Federal Radio Commissioner O. H. Caldwell.

"For it is chiefly the high-power stations which can be heard in rural regions," the dealer trade journal states. "Cut down their power by an excessive tax, and Congress would render useless millions of radio sets throughout the farms and rural sections of the nation. It is these isolated listeners on the farms, in lone mountain cabins, on islands off the coast, to whom radio means most, for it is their sole source of entertainment. Thus the proposed radio-tax bill, sponsored by Commissioner Payne and Representative Boylan, would act to confine radio to the cities, which already have a surplus of amusements—leaving farms and small towns without any radio entertainment whatever."

## Firestone Summer Plans

FIRESTONE TIRE & RUBBER Co., Akron, (tires and tubes), which has been on NBC-Red continuously since December, 1933, has renewed its *Voice of Firestone* series of Monday night broadcasts of operatic and symphonic music for another 52 weeks. Richard Crooks, Metropolitan Opera tenor who has been starred in the series, left for his vacation following the broadcast of May 31, and various guests will be used until his return. Sweeney & James Co., Cleveland, handles the programs.

## *FCC Orders Hearing Into Charges Leveled Against Two Radio Attorneys*

CLAIMS of improprieties leveled against Paul M. Segal, Washington attorney, and his associate, George S. Smith, will be considered by the FCC en banc by virtue of the adoption of an order May 19 calling upon the attorneys to show cause why they should not be suspended, disbarred, or their right to practice before that Commission revoked.

Acting upon a report which an investigating committee headed by Telegraph Commissioner George H. Payne had submitted, the FCC ordered the attorneys to answer the specific allegations within 31 days, and to state whether they desired a hearing. The citations dealt with applications filed in behalf of Richard M. Casto, for a new station in Johnson City, Tenn., and others filed in the name of Palmer Broadcasting Syndicate Inc. In the Palmer cases the allegations were that a "dummy corporation" had been employed in the filing of the applications.

In a statement May 20, Mr. Segal stated the FCC owes it to itself to hear the testimony and get the facts. The citation for disbarment, he added, is the only formal proceeding available for this purpose under the FCC regulations. Asserting he felt that the FCC would give himself and his associate a prompt and fair hearing, Mr. Segal said he was confident that "the vindication to which we are entitled" would result.

Telegraph Commissioner Payne is the plaintiff in a $100,000 suit alleging libel against BROADCASTING, now pending in the U. S. District Court for the District of Columbia. Messrs. Segal and Smith are of counsel for the publication.

The text of the FCC press release, issued May 20, follows:

PRESS RELEASE

On March 10, 1937, the Federal Communications Commission appointed a special committee, consisting of Commissioner George Henry Payne, Chairman, Commissioner Thad H. Brown, and Commissioner Paul A. Walker, to reopen and further investigate the case of George S. Smith, and any other incidents of similar character. This Committee has met and held hearings frequently and has yesterday submitted a report to the Commission. Based upon this report the Commission has issued the following order which has been served today,

(*Continued on page 57*)

## Big Merchandising Drive On Buick Fight Program June 22 Being Planned

BUICK MOTOR Co., Flint, will sponsor the broadcast of the championship fight between James Braddock and Joe Louis to be held in Chicago on June 22, on the combined Red and Blue networks of NBC, a total of 125 stations, largest ever connected for a major sporting event. Contract for the radio rights to the bout was signed by T. H. Corpe, advertising director for Buick, following completion of arrangements between NBC, Mike Jacobs, representing the Chicago promotors, and the managers of Braddock and Louis. Deal had been set for some time but the actual signing of contracts was held up until it became apparent that Madison Square Garden, which claimed contracts with Braddock calling for him to fight Max Schmeling in New York on June 3, would not be able to get an injunction restraining the Chicago fight.

This will be the third major fight broadcast under Buick's sponsorship, the company having broadcast the Baer-Louis bout in 1935 and the Louis-Schmeling fight in 1936. Price of the radio rights is said to be $50,000, of which Buick is paying $35,000 with NBC putting up the balance. The announcers have not been officially named but will probably be Clem McCarthy describing the fight itself with Edwin C. Hill filling in between rounds. NBC has also made arrangements for a short wave broadcast in Spanish from the ringside to LR4 in Buenos Aires, Argentine, which will rebroadcast it to the South American audience. This broadcast will not be sponsored.

Extensive merchandising of the fight broadcast is now being planned by Arthur Kudner Inc., New York, Buick agency.

* * *

#### Movies Drop Fight Plan

WITH the signing of the Buick contract, plans to take the broadcasting rights away from radio and transfer them to a nationwide hookup of motion picture houses came to an end. A group of promoters, observing that movie attendance is seriously curtailed by broadcasts of this kind, had worked out a scheme to buy the radio rights from the fight promoters and then sell the blow-by-blow ringside report of the fight to a limited number of movie houses in each city in the country, all the theatres to be connected with the arena by a special telephone hookup. The high costs of such a circuit, plus the uncertainty as to whether there would be a fight or not, which left them only a short time in which to sell the idea to the exhibitors, finally caused them to drop their plans, at least as far as this particular fight is concerned.

## Michigan Campaign

THE State of Michigan has appropriated $150,000 for tourist and resort associations, and the balance will be spent at large. All expenditures, however, will be overseen by a committee to be appointed by the State Administrative Board, Lansing.

# CBS Disclosed as 45% Owner Of New Firm Leasing WAPI

## FCC Application Shows Thad Holt, Ed Norton As Other Principals; May Seek Boost to 50 kw.

WITH expiration Aug. 1 of the present lease on WAPI, Birmingham, Ala., held by a group headed by Bascom Hopson, the half-time clear channel station will be taken over, subject to FCC approval, by a new corporation in which CBS holds a 45% interest, according to applications filed with the FCC May 17.

The new corporation, titled The Voice of Alabama Inc., negotiated the new lease with the three Alabama colleges which hold the station license. WAPI is an NBC outlet and shares time on the 1140 kc. clear channel with KVOO, Tulsa. It uses 5,000 watts.

The corporation taking over the new lease for a term of 15 years, contingent upon FCC sanction, is headed by Thad Holt, as president. Identified as a Birmingham business man, he is listed as the holder of 13% of the stock. Ed Norton, Birmingham business man and principal owner of WMBR, Jacksonville, is listed as 42% stockholder and as vice-president of the corporation. In addition to his Florida radio interests, he is associated with the Munger Companies, said to be in the insurance and real estate business.

CBS is listed as 45% stockholder in the corporation. Frank K. White, who this Spring became treasurer of CBS, succeeding M. R. Runyon, who became vice-president and assistant secretary, is listed as treasurer of the Alabama corporation.

### Payment to Colleges

Under the terms of the lease, The Voice of Alabama would pay to the three colleges owning the station a leasehold rental of $1,000 a month. The leasehold would run from Aug. 1, 1937, until July 31, 1952. This lease provision covers operation of the station as a half-time 5,000-watt outlet but carries along with it commitments for improvement of the facilities.

An increased compensation arrangement for the three colleges is specified should the station become a 50,000-watt outlet and operate full time. It is expected that shortly after the new lessees take over an application will be filed for simultaneous operation by the station on the 1020 kc. clear channel, to duplicate with KYW in Philadelphia and to operate with 50,000 watts. There now are pending before the FCC four applications for simultaneous operation of half-time clear channel stations but the WAPI application was held in abeyance pending the transfer to the new lessee corporation [BROADCASTING, May 15].

The increased compensation arrangement specifies that the colleges shall be paid a rental of $1,125 per month upon assumption of full-time operation with the increased power. Further commitments specify that the lessee corporation shall install new equipment and otherwise improve the facilities. The colleges jointly owning the station are University of Alabama, Alabama Polytechnic Institute and Alabama College. The rental proceeds under the agreement will be divided 39% to the University of Alabama, 39% to Alabama Polytechnic and 22% to Alabama College.

The Voice of Alabama was the successful bidder in a competition involving several broadcasting groups for the leasehold. Mr. Hopson's corporation, WAPI Broadcasting Corp., has held the lease for five years and has paid a rental to the three colleges of approximately $750 per month.

Two applications were filed with the FCC involving the assignment. The first provides for voluntary assignment of the license from WAPI Broadcasting Corp. to the three colleges and the second for voluntary assignment of the WAPI license from the three colleges to the Voice of Alabama Inc.

With the expected transfer of WAPI from NBC to CBS on Aug. 1, WBRC of that city, the present NBC outlet, will probably become the NBC station. The latter is owned by the Birmingham Broadcasting Co. and operates on 930 kc. with 1,000 watts full time.

### Chevrolet Cuts List

REDUCTION by about 30 stations is planned for the next 13-week renewal of the Chevrolet *Musical Moments* programs, whose present term expires on July 4. The present schedule includes 401 stations, the largest number ever employed to carry the series, produced by WBS. The reason for curtailment of the list is said to be the desire to keep the radio expenditures on an even keel in the face of station time rate advances during the last few months. The lopping off is understood to be planned primarily of cities where several stations overlap each other in coverage. Cambell-Ewald Co. Inc., is the agency.

### A "First" for WHBQ

"A SURVEY of all other surveys", WHBQ advertised May 20 in the *Memphis Press-Scimitar*, "shows we are the first station we know of that has never won a radio survey; excepting, of course, those we conducted ourselves, proof of which we have in our office." The ad then goes on with affirmative selling points.

### Reymer Campaign

REYMER & BROTHERS Inc., Pittsburgh confectioner, is starting a series of spot announcements on stations throughout the country June 15 in a campaign to nationalize Lem'n Blend. Jean Paul King made the minute transcriptions which will advertise the product, a fruit concentrate in a crushed ice form designed especially for warm weather consumption. Although widely known in the Pittsburgh area, this is the first time Lem'n Blend has been the subject of a concentrated radio campaign. Stations which have so far been signed to carry the announcements are WINS, WHN, WBZ, WBZA, WCAU, KDKA, and WTAM. However, according to Walker & Downing, the agency handling the contract, other stations will also broadcast the transcriptions. Recordings were made by WBS.

### New Ashtabula Station

THE new WICA, recently authorized 250-watt daytime station on 940 kc. at Asthabula, O., will go on the air sometime between Aug. 1 and 15, according to C. A. Rowley, publisher of the *Asthtabula Star-Beacon, Geneva Free Press, Painesville Telegraph* and *Conneaut News-Herald*, Ohio dailies. Station will use a Western Electric transmitter with 215-foot Truscon tower. Its manager will be R. B. Rowley, but the rest of the personnel has not yet been selected.

**Modern New Transmitter House of WKBN**

THIS unusual edifice — the new transmitter home of WKBN, Youngstown, O.—is unique in many ways. Encompassing not only all ultra-modern features consistent with good engineering, the plant is symbolic of Youngstown's varied industries, for most of the component parts are Youngstown made. Designed by Clarence A. Kissinger, local architect, the building is located three miles south of the city, nestling in one of the city's best residential sections.

Structural steel used in the building, windows and casements were furnished by Truscon Steel Co. A 350-foot Truscon transmitting tower is under way. Stainless steel, employed freely on the trim of the exterior is a Republic Steel product. Cream-colored brick was used for the exterior, while the front elevation is of translucent and illuminated glass pillars, together with stainless steel trim, making the house visible from a great distance night and day. Concealed indirect lighting has been used, reflecting a flood of softly diffused illumination on the front of the building. The plan includes an auxiliary studio for emergency use, a reception room, a shop and laboratory for repair and experimental work, as well as quarters for engineers and other incidental accommodations.

# Educational Group Is Seeking Funds

## Broadcasters Are Expected To Support Joint Project

MEANS of raising a fund which may amount to $250,000 for radio educational projects to be administered by the Federal Radio Education Committee, comprising 40 leading broadcasters, educators and public welfare workers, were again discussed at a meeting in New York May 25 of the "finance committee" of the Federal group.

Both the Rockefeller and Carnegie foundations are cooperating in the effort, and under present plans are expected to subscribe a substantial portion of the fund. The broadcasting industry, through the NAB, also is expected to contribute substantially although no final committments have been made, it is understood. Broadcasting industry participation is being handled by James W. Baldwin, NAB managing director.

The committee of six designated to devise means of raising the fund comprises Dr. Levering Tyson, of the National Advisory Council on Radio in Education, who on July 1 becomes president of Muhlenberg College; Dr. W. W. Charters, of Ohio State, and Dr. Hadley Cantril of Princeton, representing educational organizations, and John C. Royal, NBC vice-president, Frederic A. Willis, assistant to the president of CBS, and Mr. Baldwin, for the broadcasting industry. Dr. John W. Studebaker, U. S. Commissioner of Education, and chairman of the FREC, also participated in the discussions.

### Projects Conceived

Various projects designed to utilizing existing stations to further educational work by radio have been devised by subcommittees of FREC, it is understood, with the plan to have them administered through the Office of Education. These plans are under consideration by the full committee.

The Committee of Six on financing was designated by the FCC, acting as the coordinating agency, with the hope of expediting the work. The plan encompassed setting up within the Office of Education a group which would handle actual preparation and planning of various programming projects.

The FREC was named by the FCC more than a year ago, following its report on proposal to allot fixed percentages of facilities to educational groups. The FCC had concluded that maximum educational radio service would be rendered through coordinated use of existing facilities, and the committee was named with that end in view.

### Banks' New Series

THE banks which have been cooperatively sponsoring the Friday night broadcasts of the Philadelphia Symphony Orchestra on a nationwide CBS network during the past winter season will start a new series of lighter summer concerts at the sime time on the same network early in June. The new series will feature semi-classical works played by an orchestra under the direction of Ferde Grofe and sung by a choral group conducted by Edwin Smalle. The series is placed through Wessel Co., Chicago.

# Joint Press-Radio Ownership Up to Congress, FCC Suggests

## Gives Views on Wearin Bill at Committee Request; Examiner Opposes Proposed WREN Transfer

WHETHER legislation can be enacted to bring about separation of newspapers or other printed publications from ownership of broadcasting stations "appears to rest within the discretion of Congress," the FCC has informed the House Interstate & Foreign Commerce Committee in a letter relating to the Wearin Bill (HR-3892).

While there has been little indication of consideration at this session of Congress of the Wearin proposal for complete divorcement of newspapers and radio, the House Committee, following established procedure, asked the FCC for a report on the Wearin measure, introduced Jan. 28. In the Senate, Senator Wheeler (D-Mont.) has championed a similar legislative proposal but has not introduced a bill and has indicated that the pressure of other legislation probably would forestall active consideration of such legislation at this session.

### Attitude of the FCC

The FCC letter, dated May 5, was addressed to Chairman Lea (D-Cal.) of the House Committee. It stated in part:

"HR-3892 declares that it is 'against public interest to permit the creation or the continuance of monopolies in the distribution of general information, news, and editorial comment thereon, through any combination resulting in unified control of newspaper, magazines, or other printed publications, with radio broadcasting'. To carry out that statement of policy the bill expressly makes common ownership or control of printed publications and broadcast stations unlawful under certain specified conditions.

"The Communications Act of 1934 directs this Commission, subject to the limitations of the Act, to grant licenses for radio stations 'if public convenience, interest, or necessity will be served thereby'. The determination of the necessity or desirability of amending the Communications Act to add a statement of policy along the lines of HR-3892 appears to rest within the discretion of Congress."

Rep. Wearin (D-Ia.) asserted in connection with the letter that he was very much gratified with the position taken by the FCC. He said he was still hopeful of hearings before either the full Interstate Commerce Committee or a subcommittee at this session.

### Opposes Newspaper Purchase

Having a bearing on the newspaper ownership issue was the adverse report of FCC Examiner George H. Hill, released May 18, recommending against acquisition of WREN, Lawrence, Kan., by the *Kansas City Star*, operator of WDAF, Kansas City, for $295,000.

"The result of granting the requested authority," said the report, "would be a step in the derection of monopoly—would place in the hands of the largest newspaper in Kansas City two of the largest stations now serving this area and would remove from the Kansas City area a formidable competitor."

The report held further that it was apparent that approximately 77% of the proposed purchase price would represent "what the transferee contends is 'good will' or 'going concern' value, while approximately 23% of the purchase price would represent what the appraiser for the applicant designates as sound value of the properly sold to a going concern."

### Points to Balance Sheet

Bringing out that WREN, owned by the Jackman milling interests which operate the Jenny Wren Co., has lost some $38,000 in its operations from 1927 to 1936, the examiner asserted it was difficult to understand how the station can be operated to earn a reasonable return on an investment of $295,000 and in addition furnish radio service in the public interest. A witness for the *Kansas City Star*, according to the report, has stated that a return of 10% or more on the investment would be considered reasonable, or, on the basis of the purchase price, an income of $29,500 or more a year.

The examiner concluded, therefore, that should the application be granted, the existing rates for time on WREN would have to be increased or additional time sold in order to bring "a fair return on the proposed investment of the Kansas City Star Co., and either an increase in existing rates or the sale of additional time may adversely affect public interests."

Examiner Hill concluded that it was his opinion that no satitfactory showing had been made that the transfer of the stock of WREN to the *Kansas City Star* "would serve public interest, convenience and necessity." WREN operates on 1220 kc. with 1,000 watts night and 5,000 watts until local sunset, sharing with KFKU, of the University of Kansas in Lawrence. The agreement on the sale, subject to FCC approval, was entered into on Nov. 16, 1936, and $30,000 had been deposited by the *Star* in escrow to effectuate it.

## American Oil Co. Plans Summer Spot Campaign

AMERICAN OIL CO., Baltimore, on June 7 starts a spot campaign in 47 cities in which the company operates. Both live and transcribed announcements will be used, with the schedule calling for three times a week in some cities and four times in others. The campaign is for the entire summer.

The account is placed by the Joseph Katz Co., Baltimore agency. Osborne B. Bond is the director of media.

Stations in the list are: WICC, WTIC, WLBZ, WCSH, WNAC, WMAS, WORC, WNBF, WGY, WEAN, WBEN, WHAM, WSYR, WMAL, WRC, WBAL, WTPO, WFMD, WJEJ, WWNC, WSOC, WDNC, WBIG, WPTF, WSJS, WGAR, WHP, WCAU, WFIL, KDKA, WCAE, WCSC, WIS, WFBC, WCHV, WLVA, WTAR, WRVA, WDBJ, WWVA, WJAX, WIOD, WDAE, WSB, WGST, WMAZ, WTOC.

HONORED — William S. Paley, president of CBS, on May 24 presented the first Paley Amateur Radio Award to Walter Stiles Jr., 24, of Coudersport, Pa., for bravery in the 1936 spring floods.

## CBS Building Resumed

CONSTRUCTION work on the new $2,000,000 CBS Hollywood headquarters at Sunset Blvd., and Gower street which was at a standstill for one week because of labor troubles was resumed May 19 when the William Simpson Construction Co., contractors, agreed to use all union men throughout the job. Work was halted on May 11, when a strike was called by the Los Angeles Building Trades Council and a picket line established because non-union men were hired for laboring work. Donald W. Thornburgh, CBS Pacific Coast vice-president in Hollywood, at the time stated that the network's contract with the construction company called for union craftsmen in the subtrades. Structure is scheduled to be completed by the end of the year.

## NBC Pacific Offices

DON E. GILMAN, vice-president of NBC's Western division, has established his residence in Hollywood, according to an announcement May 24 by Lenox R. Lohr, NBC president. "This does not mean that Mr. Gilman will abandon his San Francisco offices," said Mr. Lohr. "NBC has no intention of curtailing its San Francisco activities and Mr. Gilman will spend a considerable portion of his time there. San Francisco is one of the four cities in the United States in which NBC operates two stations and the major part of our sales and accounting activities for the West Coast are centered there. The great increase in radio program production in Hollywood, however, has made it advisable that Mr. Gilman establish his residence there."

## Weetabix in New England

AMERICAN CEREAL FOOD Corp., Clinton, Mass., is sponsoring what Yankee Network describes as the largest radio campaign ever launched by a New England food manufacturer for its Weetabix, a new cereal. Four *Yankee Network News Service* programs and three participations in the *Gretchen McMullen* cooperative are uused every week. A series of spot annouuncements also was used for two weeks. Telegrams were sent to New England grocers to announce the campaign. Agency is H. B. Humphrey Inc., Boston.

## First Award to Amateur Made by CBS to Hero of Floods in Pennsylvania

WHILE a complete amateur phone and code transmitter and receiving station were operating in the Waldorf-Astoria Hotel, New York, William S. Paley, youthful CBS president, on May 24 made the first award of the William S. Paley Trophy for distinguished amateur radio service during 1936 to Walter Stiles Jr., of Coudersport, Pa. The award was in recognition of 24-year-old Styles' heroic service during the March floods in the Allegheny River Valley when his W8DPY was the sole means of communication for the 4,000 people of Renova, Pa., who had been cut off from the outside world.

Mr. Paley joined with Anning S. Prall, FCC chairman, in paying tribute not only to Stiles but to the 47,000 "hams" of the United States and Canada, and K. B. Warner, secretary of the American Radio Relay League, spoke on behalf of his organization in accepting the custodianship of the symbolic trophy. The proceedings were broadcast over CBS whose technical director, E. K. Cohan, first suggested the annual award idea to Mr. Paley.

Stiles is employed by the Pennsylvania Railroad and operates his "ham" station as a hobby. Judges who selected him to receive the prize were Admiral Carey T. Grayson, chairman of the American Red Cross; C. P. Edwards, radio director of the Canadian Department of Marine; Anning S. Prall, FCC chairman; Dr. J. H. Dellinger, radio chief of the Bureau of Standards, and A. E. Kennelly, professor-emeritus of electrical engineering at Harvard.

## Postal in New York

POSTAL TELEGRAPH-CABLE Co., New York, has launched a series of daily broadcasts over the full New York State Broadcasting System. Series, to be broadcast seven times weekly for 52 weeks, consist of three separate features: *Melodigrams*, a musical program with Lou Katzman and his orchestra, broadcast on Wednesdays, 6:45 to 7 p. m. (EDST); *Forward America*, a dramatic series depicting the growth of the country's industries, broadcast on Fridays, 6:45 to 7 p. m.; and *The Meade Family*, a dramatic serial, broadcast the other five nights each week from 6:45 to 6:50 p. m. Program is expected to be backed up with ample merchandising, but no plans have been announced as yet. Programs originate at WINS, New York.

## Dr. Caldwell to Add

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup Pepsin), has signed a full year's contract with Columbia Transcription Service, Chicago (formerly Columbia Phonograph Co.) for recording of *Monticello Party Line*, the show which is the longest continuous quarter-hour five-weekly transcribed series in radio, starts its third year on September 27. Sixty stations are currrently being used with the possibility that more stations will be added for the fall campaign. Caldwell agency is Cramer-Krasselt Co., Milwaukee.

# BRINGING OUR *Presidents* CLOSER TO THE PEOPLE OF IOWA

From Underwood & Underwood, Chicago, picture transmitted over Bell Telephone Wires in 1925.

Another page from the 12-year record of public service that has made WHO a vital factor in the life of the midwest.

"It's the President!"

On crystal-sets, earphones were clutched tighter. In small-town stores, groups edged closer to goose-neck speakers. In many an office, workers left their desks to gather around the "super-heterodyne" which the boss had thoughtfully carried downtown that morning.

For the first time, Iowans at home heard their President take the oath of office, on March 4, 1925. In fact, many of them were hearing, for the first time in their lives, the voice of a president of the United States.

They heard it over the same station on which thousands of Iowans still rely for every presidential broadcast — Station WHO, Des Moines.

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Even before the advent of regular network broadcasting, WHO had established the policy of bringing, to its listeners, every available public event of importance.

The first inaugural broadcast, the first world series broadcast, the first Derby broadcast to be heard in Iowa—all were heard through the facilities of WHO.

Over a period of years, Iowans and their neighbors have come to regard WHO as a friend—a friend looking out for their interests—a friend bringing them the best the air affords.

That strong feeling of listener-friendliness has been an important factor in establishing WHO as one of America's outstanding stations, in terms of results per dollar.

**WHO**

**Des Moines**
**FULL TIME**
**CLEARED CHANNEL**
**50,000 Watts**

CENTRAL BROADCASTING COMPANY, DES MOINES

J. O. MALAND, MANAGER

PHONE 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

# Facts on Markets Published by Petry

### Data Are Standardized for 36 Stations, Three Networks

AN ANSWER to a spot buyer's prayer is the way Edward Petry & Co., station representatives, describes its *Standard Radio Market Data* published for the firm's 36 stations.

The volume, 11¼ x 14 inches, and 2½ inches thick, consists of 39 separate books thumb-indexed in a heavy loose-leaf notebook. Lettering is black and white on grey and black backround. Compilation of data required months and the information has been reduced to a standard classification for the 36 stations and three networks represented by Edward Petry & Co.

In the inside cover of each book is data covering station equipment, population figures for primary, secondary and occasional coverage areas with comment on market highlights. The second page shows the three degrees of coverage in brick color, black and white on solid grey background.

#### Data on Markets

The center spreads present diagrams showing families, radio homes, telephones, income tax returns, passenger cars, drug, food and general merchandise stores, filling stations and new car sales by coverage areas. The next page is described as "Highlights" and offers pictures of special features. On the inside back cover of each volume the station's history is given, with developments outined step by step.

A small by-line on the front cover of the entire volume is the only mention of Edward Petry & Co.

The mechanical setup of the brochure permits flipping to the desired information with one hand and the same color scheme is carried out on both binder and separate books.

Commenting on the elaborate work, Mr. Petry said: "We have put a considerable amount of effort, time and money into these brochures because we believe there is a definite need for them and that they will be put to frequent practical use by the buyers of spot broadcasting. If they accomplish the purpose for which they were conceived they will make 'Spot' easier to buy and so will be of benefit to the industry as a whole and to our stations in particular."

## Burlington Placing

BURLINGTON TRAILWAYS, Chicago, recently started its second 13-week schedule on KGNF, North Platte, Neb. The bus firm, a subsidiary of the Burlington Railroad, is using 50-word announcements three times weekly. Other stations being used by Burlington Trailways, together with the schedules, are: WOW, Omaha, 25-word announcements, twice weekly; KOIL, Omaha, 35-word announcements, twice weekly; WAAW, Omaha, daily except Sunday, one-minute announcements; KFAB, Lincoln, 25-word announcements, twice weekly; KFEQ, St. Joseph, Mo., daily 50-word announcements, except Sunday. The bus firm places the business direct.

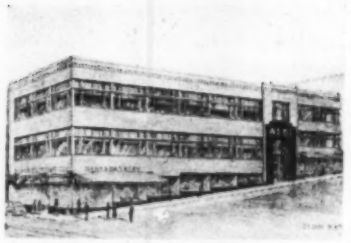
## Cosmetic Firm Test

42ND STREET SALES Co., Chicago (cosmetics) is making a free offer of a booklet, *Ten Commandments of Beauty*, in conjunction with its recently inaugurated test campaign over WGN. The cosmetic firm is using 100-word announcements on *Musical Mailbox* program five mornings weekly. *Behind the Camera Lines*, a half-hour dramatc program on WGN, is off for the summer, but plans are to resume in the fall, with the possibility that when greater distribution has been secured other Mutual stations will be used. The firm now has distribution in a few mid-western sections. McGiveran-Child, Chicago, is the agency handling the account.

## *CONTINENTAL RADIO CHANGES ITS NAME*

CHANGE of name of the Scripps-Howard radio affiliate from Continental Radio Co. to Scripps-Howard Radio Inc. was announced May 20 by Jack Howard, president. The change of name follows reorganization effected last March when Mr. Howard was named president to succeed Karl Bickel, former head of United Press, who was elected chairman. The board of directors was named to include Messrs. Bickel and Howard; W. W. Hawkins, chairman of the board of Scripps-Howard Newspapers; Paul Patterson, attorney of Cleveland, and M. H. Aylesworth, former NBC president, now a Scripps-Howard business executive.

WNOX, Knoxville, and WCPO, Cincinnati, are to be directly operated by Scripps-Howard Radio Inc. and application for change of license name from Continental will shortly be made. WMC, Memphis, is at present licensed to the *Memphis Commercial Appeal* Co., while WNBR, Memphis, is licensed to the *Memphis Press-Scimitar*, both of which are Scripps-Howard newspapers.



NEW HOME—Of WEBC, Duluth, and the Arrowhead System, will be a landmark of the Northwest when ready for occupancy Oct. 1. The studio and office structure, with stores on the ground floor, is being constructed of granite with an exterior wall surface of buff Minnesota marble. The Arrowhead System links WEBC with WMFG, Hibbing, and WHLB, Virginia, covering the Northern Minnesota area.

## Bakery Discs Renewed

LOCAL bakeries have recently renewed their *Adventures of Ace Williams* serial on the following seven stations: WJBO, KALB, KVOL, WOWO, WGL, KOY and KVOO. The program is also being sponsored by local bakers on CHNS, WTAD, WQAM, WOKO, WRVA, KOA, KSL, KMJ, WCBM, WTBO, WFMD, WJFJ, WJAC, KFPW, KVOA. W. E. Long Co., Chicago advertising agency, produced the show and is handling promotional work in conjunction with it. A complete film, showing how bread is made in various countries throughout the world and taken by Ace Williams, world traveler, is being presented in schools, women's clubs and auditoriums without charge in those cities where the program is being broadcast. The *Ace Williams* series was transcribed by Columbia Transcription Service, Chicago. Seventy-eight episodes were recently sold to station 2KY, Sydney, Australia.

## *WJBK GETS GAMES DESPITE W.U. BAN*

DESPITE the fact that Western Union has refused to supply it with running accounts of out-of-town major league baseball games, WJBK, Detroit, has resumed its broadcasts of these games "through channels which our mutual friends are doubtless trying hard to trace," according to James F. Hopkins, manager of the station.

WJBK instituted mandamus proceedings against Western Union in Detroit which were denied last month and simultaneously filed with the FCC an informal petition holding that Western Union, as a common carrier, was required to furnish it with these out-of-town reports. The FCC Telegraph Division has the petition under advisement, it was stated May 24. A motion to dismiss also is pending from Western Union on the ground that the courts already have denied mandamus.

Mr. Hopkins, in a letter written to Detroit newspapers and published last month, asserted that the station, after having been temporarily halted in broadcasting the Detroit Tigers' out-of-town games, is now broadcasting them again. "On May 14," he said, "through channels which our mutual friends are doubtless trying hard to trace, we resumed telegraphic report broadcasts of the out-of-town games. Our source of supply assures us that we will receive these reports from all seven cities on the Tigers' circuit, thus adding New York to the list which your fair play friends will bring you."

## *CRAVEN CONFERS ON HAVANA PLANS*

AFTER a week in Mexico City in connection with arrangements for the Pan-American Radio Conference to be held in Havana this fall, T. A. M. Craven, chief engineer of the FCC, returned to his desk May 18. Comdr. Craven arrived in Mexico City May 6 and discussed with communications and radio officials of that nation the tentative agenda for the Havana conference on allocations which begins Nov. 1.

Commander Craven's trip resulted from the discussions at the preliminary North American tecnical conference on allocations held in Havana last March. At that conference, attended by delegations from Canada, Mexico and Cuba along with the United States, substantial agreement was reached on allocation principles, with ratification anticipated at the November sessions which will have treaty-making powers [BROADCASTING, April 1].

## Sante Fe Boosts Train

TO ACQUAINT the public with its new streamlined train, Atchison, Topeka & Santa Fe Railroad Co. in mid-May presented a half-hour program on KNX and KFWB, Hollywood. The train left on its maiden trip after the broadcast, which was in charge of Bill Robson, CBS New York producer.

THE Oregon State Highway Board's *Come West to Oregon* campaign, handled through Botsford, Constantine & Gardner, Portland, has placed a series of 26 one-minute transcriptions on KSL, Salt Lake City.

# *Mason-Dixon Group Declares 'Joker' In Line Rates Causes Unjust Boost*

CHARGING that local remote rates for broadcast lines have been substantially increased by subsidiary companies of the A. T. & T. through a "joker" in the recently revised tariffs which should have resulted in rate reductions, Clair R. McCollough, general manager of the Mason-Dixon Radio Group in Pennsylvania and Delaware, on May 18 filed with the FCC a complaint against what he described as a "gross injustice" against smaller stations and asked an investigation.

Addressing Paul A. Walker, chairman of the FCC Telephone Division, Mr. McCollough asserted that on May 1 the Diamond State Telephone Co., a Bell subsidiary in Delaware, increased local rates for remote broadcast lines some 243% for the first quarter-mile and 44% for each additional quarter-mile. This developed from the use of air line measurement for mileage, instead of the old method of route measurement, he pointed out.

"However," he added, "the joker now comes to light in Delaware, with a minimum charge to WDEL and WILM of $3 for the first quarter-mile and $1.25 for each additional quarter-mile," the letter stated. Heretofore, the cost was $.87½ per quarter-mile regardless of length of line with no minimum charge.

At the FCC Telephone Division it was stated that the matter was receiving study. Action probably will be forthcoming shortly.

Mr. McCollough's letter concluded:

"This means networks and larger stations using long line hauls are now receiving lower rates by air-line measurement while hundreds of stations operating in cities where most of their broadcast lines are purely local loops, a few quarters of a mile in length, will suffer an increase in rate beyond all reason when the new rates become general.

"If some companies during the recent investigation submitted new schedules using bulk costs by air-line measurements which claimed reduced line costs to broadcasters, they may have been correct about some stations, although it was never before known to hundreds of smaller stations that eventually they were expected to pay the bill.

"We trust your Commission will inquire into the new rate schedule for broadcast lines in Delaware and notify us accordingly."

# Fulfilling an Obligation

## WLS School Time

Last year WLS announced a policy of curtailing its number of commercial programs in the interests of an enlarged service to listeners.

"School Time" is an example of a program that fulfills that promise. It was established, first, by removing from salable time one of the desirable mid-morning periods, at that time sponsored commercially, and second, by appropriating, additionally, several thousands of dollars with which to build a sustaining feature that would in turn fulfill our obligation of service to listeners.

The informality and sincerity which has won—and holds—listeners for WLS—and which has made WLS a recognized leader, are employed in the presentation of School Time. It is a five time a week service feature that will not be moved—and is not for sale. It inaugurates the principles of sound pedagogy adapted to the methods of successful radio presentation.

Hundreds of schools—and homes—in the WLS area tune to this program daily. It is but one example of many programs WLS maintains as permanent sustaining features. By serving listeners first—we build listener interest. And listener interest in turn predicates advertising results.

870 KILOCYCLES
50,000 WATTS

BURRIDGE D. BUTLER, President
GLENN SNYDER, - - Manager

WLS
the Prairie Farmer Station

# 3rd in Retail Sales Per Capita . . .

Phoenix, Arizona, is the third city in the United States in retail sales per capita. KOY, with 1000 watts day and night, effectively and economically, sells that market. New equipment, new management, new programs.

PHOENIX HAS GONE KOY! Use it for sales. CBS affiliate.

KOY
PHOENIX ARIZONA

THE VOICE of ARIZONA
Now 1000 Watts
DAY and NIGHT
1390 KILOCYCLES
BURRIDGE D. BUTLER
CHAIRMAN

KOY and WLS represented nationally by JOHN BLAIR & COMPANY

# Film Industry Finds in Radio Good Buildup for Productions

## Major Hollywood Studios Have Coordinators and Offer Their Players to Agencies and Sponsors

By DAVID GLICKMAN

RECOGNIZING more than ever before the value of radio as a medium to exploit their products, and that well presented air appearances of stars and featured players help to build up box office attendance, practically every major Hollywood motion picture studio has appointed, or is on the verge of appointing, a coordinator to work with the networks, independent stations and advertising agencies using film talent.

Despite the cry raised by motion picture trade publications that radio is ruining the theater business, it is no secret that both film studios and players are anxious to cash in on the Pacific Coast boom in network programs which will originate from Hollywood within the next few months.

Radio, in the meantime, is viewing complacently the efforts of film producers who on one hand are trying to placate the Motion Picture Theatre Owners Association with promises of stringent regulations of film star appearances on broadcasts while simultaneously making overtures to advertising agencies and sponsors for sale of their players.

### Warner Activities

First to recognize the importance of coordination was Warner Bros., which more than a year ago brought Martin Gosch from New York to Hollywood to correlate radio activities of all its contract artists and personnel, both on sponsored and sustaining programs. Since then Warner Bros., through its affiliated Transamerican Broadcasting & Television Corp., and KFWB, Hollywood, which owns and operates, has gone into radio programming on a large scale, establishing its own talent agency, T. B. T. Artists Bureau Inc., in that city. Under this new setup, Warner Bros. keeps direct control of its contract players and stars, selling them direct to sponsors as well as agencies, and at the same time publicizes its own picture productions.

Next to follow was Paramount Productions Inc., which has Ruby Cowan as coordinator. Mr. Cowan, formerly a New York NBC Artists Bureau executive, came to Hollywood April 5 to correlate radio activities of all Paramount's contract artists and personnel.

Now Twentieth Century-Fox Film Corp., has authorized Lew Schreiber to review all radio scripts and engagement agreements of contract artists and stars for radio appearances. Move on the part of that organization is not so much censorship as a desire to derive the fullest benefit from radio exploitation without delaying picture production, it was explained. In the past some players contracts have stipulated that all radio performances must first be approved by the studio. In the future however, all broadcasts must first receive the production approval of Schreiber, whose post is identical to Gosch's and Cowan's.

Louis Hyman has taken on similar duties with Principal Productions Inc. From all indications that organization is going in heavy for radio production, similar to Warner Bros. Besides featured players and stars, it will sell writers and producers and also prepare radio shows for sponsorship. A deal is now pending with Edgar Rice Burroughs Inc. for the rights to put Glenn Morris, as Tarzan, and a picked cast, in a twice-weekly quarter-hour transcontinental serial. Two national sponsors are said to be negotiating for the serial. Morris is doing Tarzan in a Principal Productions picture at the present time.

### MGM Plans Program

Metro-Goldwyn-Mayer Studios, which turned a deaf ear to radio for many months, is planning to come back into the fold, and according to Hollywood officials of the company is planning a mammoth program with featured players, for sponsorship. It is said that Louis K. Sidney, head of WHN, New York, controlled by Loew's Inc., the MGM parent organization, will handle the show, probably moving his headquarters to Hollywood. Plans are in the formative stage, but it is said that prospective sponsors have already been contacted.

With picture studios busy establishing their coordination bureaus and appointing executives to head same, advertising agencies have been quietly signing film talent under term contract, exclusive of film engagements, for transcontinental broadcasts. This is a counter move to meet an expected ban or curtailment of stars and featured players participating in broadcasts during the fall season.

The retaliatory move is directly opposed to attempts of studios to limit their contract stellar talents' appearances on broadcasts. Such contracts as those of W. C. Field, Rudy Vallee, Bing Crosby, Jack Benny, Eddie Cantor and others, which bind the stars for a definite period for radio appearances, are forerunners of the new move to guarantee sponsors, through advertising agency contracts, of sufficient talent to topline projected shows. As a result, an agreement of some sort between advertising agencies and motion picture interests for their mutual advantage is seen.

Pacific Coast advertising agencies claim that the publicity given to motion pictures, including stars, featured players, picture titles and studio names, in transcontinental broadcasts from Hollywood has been worth more than a billion dollars to the film industry this past year. Agency executives pointed out that with each impression valued at one cent, this would have been the cost of printed advertising space, to reach the same audience with a more limited effect.

Each advertising agency producing weekly transcontinental shows used its own experience to illustrate. Major radio shows produced from Hollywood such as *Lux Radio Theater, Hollywood Hotel, Bing Crosby, Chase & Sanborn Hour, Eddie Cantor* and *Jack Benny*, are cited as examples. Independent surveys show that these shows attract audiences ranging from 15 to 30 million persons weekly. They all either have motion picture stars, publicize a motion picture, or in some way mention the industry to advantage.

### Dodging the Issue

Agency, network and motion picture executives called upon for expression of opinion on the subject side-stepped the issue, declaring that it was against the policy of their organization to discuss it and implied that it was dangerous erritory to tread upon at the moment, bearing in mind the MPTOA. However there is a deep conviction in the broadcasting industry that exploitation of film talent in network shows has been a tremendous stimulant to the theater box office. On the other hand, the motion picture fraternity feels that its contribution to broadcasting showmanship, through allowing its name stars and other talent to participate in radio shows, has strengthened the latter and in the aggregate the larger benefit has gone to radio.

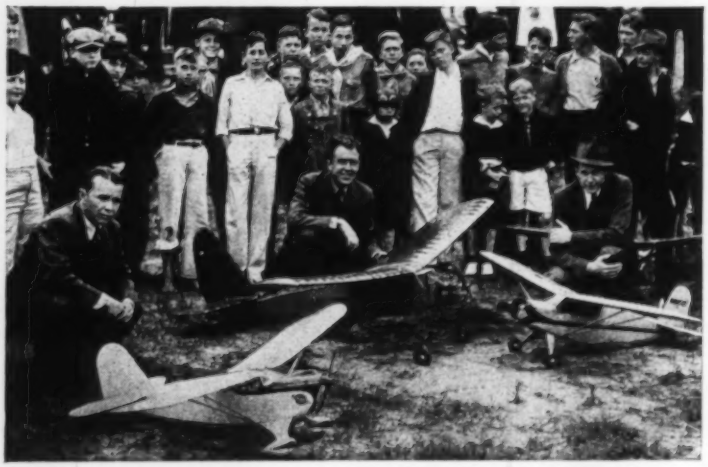
Between these viewpoints is the working of forces trying to equalize or stabilize the relationship between the motion picture and broadcasting industries, maintaining that they have a common ground. The situation is not without certain dynamic potentialities and for this reason the triumvirate —motion pictures, radio and advertising agencies—are moving cautiously.

Meanwhile the radio industry is watching developments with a canny eye, sure that it has more to offer the motion picture industry than the latter has to give. Facts of the case are that films have given radio only a handful of top entertainers who have shown consistent draw on network programs. Radio, on the contrary, has steadily fed motion pictures with talent for which it has avidly reached. Radio is confident in its ability to build talent of whatever type it requires.

## MARBLE CHAMPS
### Are Sent to Tournaments by Southern Stations

REPEATING its entry last year of the first radio-sponsored "delegate" to the National Marbles Tournament at Ocean City, N. J., which otherwise has entries sent only by newspapers, WLVA, Lynchburg, Va., will again send its local "mibs" champ to the national finals to be held in Wildwood, N. J., starting June 27. It will also send its local runnerup to the Southern tournament at Gulfport, Miss.

WLVA announces also that two neighboring stations have decided to be represented at Ocean City—WBIG, Greensboro, N. C., and WMFR, Green Point, N. C. Some 3,000 youngsters are participating in the Lynchburg eliminations, which are locally sponsored.



RADIO AIR MEET—Macon's first Model Gas Airplane Meet, sponsored by WMAZ, Macon, Ga., was held last month at the local airport with some 3,000 present. E. K. Cargill, WMAZ president and general manager, organized the Model Airplane Association, and himself exhibited two models. One of his planes crashed in the take-off, but the other, a nine-footer, made a perfect flight. In the photo, left to right are L. E. Newton, of Swift and Co., Mr. Cargill and James Lowe, of the Lowe Electric Co. The meet was a huge success, says E. K., and another is planned in two months.

## Disc Spots for Movie

WALTER WANGER Productions Inc., Hollywood, will use a new type of transcription serial nationally to exploit the motion picture "Walter Wanger's Vogues of 1938" now in production. Series of 100 discs will be fashioned after the *March of Time* with a special cast of actors to narrate the history of the "Vogues." from the birth of the story idea, through development of the script, signing of the models, Technicolor tests, casting and selection of songs. Quarter-hour series will be cut by RCA-Victor Recording Division, Hollywood, starting June 15, under direction of Alex Goettlieb, publicity and advertising director of Wanger Productions, who has written the scripts. They will be placed on more than 100 independent stations.

WITH his first story *Tomorrow's Headlines* bought and under way at RKO as a motion picture, Walter Bunker, of the NBC production department, has just sold his second writing effort *Behind the Mike* to Universal.

# Eight-Eighty on Your Dial

## TWO GREAT EMBLEMS

*are united to bring*

## THE WORLD'S FINEST PROGRAMS

TO

## OVER A MILLION

IN

## *Northeastern Pennsylvania*

WGBI, Scranton, is the only station completely covering Pennsylvania's third largest city and the United State's seventeenth largest metropolitan area. To cover Pennsylvania, advertisers must use WGBI.

# Canada to Place Powerful Stations On Air in October

### Two 50,000 Watters to Be Ready for CBC Oct. 1

By JAMES MONTAGNES

DIRECT result of the Canadian Broadcasting Corp.'s board of governors meeting on May 15 at Regina was the announcement by Chairman L. W. Brockington on May 20 that CRCT and CRCM will both go on the air by Oct. 1 with 50,000 watts. An immediate start is being made on the building of these highest power stations in the Dominion at different sites from those occupied at present by the 5,000-watt transmitters of each of the stations.

The CRCT transmitter will be located at Hornby, 30 miles northwest of Toronto, and the CRCM transmitter at Vercheres, outside Montreal. Both transmitters will be the latest type Western Electric, supplied by its Canadian branch, Northern Electric Co.

The two stations have long been planned and recommended, and will be the first of a chain of such stations from Halifax to Vancouver, which Chairman Brockington announced will be in operation in about three years.

#### Limit on Private Power

The meeting also decided to recommend to the government that new leases and increases in power for private stations be limited to 1,000 watts, leaving CBC in control and operation of all high-power stations in the Dominion. At present CKY, Winnipeg, station of the Manitoba Provincial Government, is Canada's most powerful, with 15,000 watts. Two private stations CFRB, Toronto, and CFCN, Calgary, are next powerful with 10,000 watts each. Private stations have for a number of years been ready to switch to higher power, but have so far been unable to get permission. The board will also recommend that Canada join the other nations in shortwave broadcasting, and build a powerful shortwave station.

With opening of the two new stations at Toronto and Montreal, the CBC expects by Oct. 1 to have completed arrangements with the telegraph companies to use landlines to feed Canadian stations with programs from 12 to 16 hours a day instead of the present six hours. There would be an effort made to obtain an exchange of more United States, British and French programs for Canadian programs.

The CBC has decided to allow no talks on birth control and kindred subjects because the audience might contain young folk as well as adults, and will not tolerate any talks attacking races or religions.

## Vitamint Plans Radio

VITAMINT Corp., Boston (Vita-Beaut Youth Treatment cosmetics) is planning a Boston test of spot radio for its new summer line of Sunkistan cosmetics. A network program for Vita Beaut Youth Treatment line is being considered for autumn, according to Maury Goldsmith, public relations officer of Vitamint Corp.

## RADIO EDUCATION
### Is Effective, But the Public Wants Entertainment

FOLLOWING a talk to the members the faculty of the University of Oklahoma on "The Commercial Aspects of Radio", Daryl McAllister, traffic director of WKY, Oklahoma City, and formerly of the program and production department, was questioned for 30 minutes. Instructors and professors were especially anxious to learn why commercial sponsors do not present programs of an educational nature.

An instructor in Spanish suggested that a manufacturer of chili products could sponsor a series of Spanish lessons. Others had other suggestions for the sponsorship of educational programs.

A few of things which Mr. McAllister pointed out were the general resistance of the public to allow itself to be educated, the necessity for concentrated attention during educational programs, the necessity for regularity and continuity of the programs requiring concentration and punctuality on the part of the listener.

Mr. McAllister pointed out that education by radio is thoroughly possible but that to the great majority of listeners, radio is a medium of entertainment rather than of education, and that the more education a sponsor injects into his program the smaller will be his circle of listeners.

GENERAL FOODS Corp. has instructed sales managers in all districts to have switchboard operators greet incoming telephone calls on Saturdays and Mondays with "Jell-o, General Foods," as a tie-in with the Jack Benny broadcasts.

PLANETARIUM—With this umbrella sky map, George Hicks, NBC announcer, has been brushing up on the stars for his June 8 eclipse broadcast from Enderbury Island, in the Pacific Ocean. Hicks invented the planetarium, which he turns to simulate rotation of the earth.

## Eclipse Broadcasts

FIRST of a series of five broadcasts originating in Peru where the Hayden Planetarium-Grace Peruvian Eclipse Expedition will observe the total eclipse of the sun June 8, was heard on CBS network May 22. Hans Christian Adamson, scientific writer for the expedition, introduced the American ambassador to Peru and other high-ranking officials in the program which originated in Lima. William Perry, CBS announcer, and Raymond Nemby, CBS engineer, will be in charge of the broadcasts from the expedition's base in the Julca mountains near Casma, Peru.

NBC-National Geographic Society-Naval Expedition has chosen Canton Island, 1,800 miles southeast of Hawaii as the base for its eclipse observations of June 8, supplanting the Enderbury Island location which provided poor anchorage for the Navy minesweeper *Avocet*.

# JUST WHAT IS EDUCATION?
### Harlow Reminds Educators They Can't Agree on a Definition; Wishes of the Majority

BEFORE a group of educational experts gathered recently from many States for a conference at the Hotel Bradford, Boston, Roy L. Harlow, assistant to the president of Yankee Network, defended commercial radio's cooperation with educational groups and suggested the experts present declare what they meant by 'education'.

On the platform leading the open discussion about 'Adult Education and the Radio', were such prominent persons as Rev. Michael J. Ahern, S. J., of Weston College, a Yankee Network feature broadcaster; James A. Moyer, State University Extension director; Russell V. Burkhard, a Newton, Mass., High School principal; Edward Fenn, headmaster of Fenn School, Concord, Mass.; Miss Mary Walsh, managing editor for books on parental education, Houghton Mifflin Co.; Dr. Franklin Dunham, NBC director of education.

The discussion had touched on a seeming need of cooperation between radio stations and adult education groups, with an intimation that the latter were not receiving their just dues from the radio stations. Mr. Harlow challenged the group to prove it and asserted, in part: "This question is perfectly simple and if the adult education groups would get right down to rock bottom and make up their minds what they mean by education, there would be no question at all. Radio stations are perfectly willing, even glad, to cooperate on the subject of education, but when they are approached on the subject they naturally want to know what it is the educators want and what they propose to do with our time.

"If music appreciation, lectured on by such an expert as Walter Damrosch is not education then radio may be wrong. But how about the *March of Time?* How about news broadcasts? Isn't news education? These programs are popular. We can't go against a majority of the radio listeners. It would be ridiculous to attempt it."

Father Ahern broke the somewhat noticeable silence that followed with the comment that Mr. Harlow's statements were unquestionably well-founded.

Another side was pointed out by Dr. Dunham, who declared people purchase radio sets for entertainment and not for education.

# Sponsors Sought For Amos 'n' Andy

### Lord & Thomas Named by Pair As Their Exclusive Agency

AMOS 'N' Andy, (Correll and Gosden), on the air for Pepsodent since August, 1929, who end their contract with Pepsodent Co. Jan. 1, 1938 after having been with the toothpaste company, their one and only sponsor, for more than eight years, are open to sponsorship offers for the first time in eight years. Albert D. Lasker, president of Lord & Thomas, announced their resignation May 24 by issuing the following statement:

"On Jan. 1, 1938, the contract of the Pepsodent Co. with Amos 'n' Andy expires. The Amos 'n' Andy contract is the longest ever entered into in the history of radio. Even more significant is the fact that after this record run Amos 'n' Andy are today, as through the years, America's favorite radio institution.

"Messrs. Amos 'n' Andy have reappointed Lord & Thomas as their exclusive advertising agency. They have expressed themselves as feeling, however, that their association with one product over so many years should be brought to a happy end, and that sponsorship should be transferred to another major product."

#### Popularized Serials

Lord & Thomas officials declined to state just who their next sponsor might be. Whether the black-face team will continue as a strip show or change over to a half-hour or hour weekly program was also left unanswered.

The success of Amos 'n' Andy is believed to have contributed greatly to the popularity of the serial type of program. At the time the black-faced duo went on the air some 12 years ago, there were few serial shows. Today, a goodly portion of the programs are serials.

Correll and Gosden were on the staff of WQJ and WEBH in Chicago, appearing on those stations as a singing team. In the latter part of 1924 they joined the staff of WGN, and in January, 1925, began their black-face skit, *Sam 'n' Henry*, which they continued for two years. After going on a tour, the comedians began broadcasting on WMAQ in March 1928 having changed the name to Amos 'n' Andy. They broadcast sustaining until August, 1929, when they went on an NBC hook-up for the Pepsodent Co. With the exception of a brief summer vacation which the boys took in 1934, they have been synonymous with the Pepsodent Co. ever since.

## Wickies Using Spots

GANTNER & MATTERN Co., San Francisco (Wickies swim suits), on May 17 started a two-week test campaign of announcements preceding or following boys' programs on 13 stations, the announcements tying in with newspaper and magazine advertising. This is the first time company has used radio. Stations are WJR, WSB, WNAC, WGAR, WWL, WCAE, KSD, WFAA, WCAU, KFRC, WGN, KNX, WOR. Agency is Emil Brisacher & Staff, San Francisco.



XUM

# Here Comes

## $100,000,000!

During the next three months, the pine-spiced, air-conditioned atmosphere of Colorado's picturesque mountain play-ground will be the summer spending-ground of a million persons from the top income brackets of the Middle and Southwest.

For their three-months stay, their bill at Colorado's hotels, eating places, filling stations, food and drug stores will add up to $100,000,000.

Radio will play a leading role in the spending of this sum, just as it does wherever $100,000,000 is spent . . . and KLZ, cast in this role, will turn in a performance superior to that of any other station you could choose, just as it does the year 'round in the Denver-Rocky Mountain region.

With an extra million dollars a day clinking into Colorado cash drawers, summertime is the time of times to bear down on the selling throttle in Colorado.

# KLZ

## Denver

Affiliated in Management with WKY and the Oklahoma Publishing Co.

*Representative* **E. KATZ SPECIAL ADVERTISING AGENCY**

# Wage-Hour Measure, Federal Revamping Occupy Congress

## Conflict May Block Plan for Reorganization of Departments; Connery Resolution at Ease

WITH the Supreme Court issue shoved aside temporarily, Congressional leaders are plowing into other aspects of the administration's legislative program having both direct and indirect bearing upon the broadcasting industry. Most important of these legislative efforts are new wage and hour legislation and the President's government department reorganization program. In the case of the former, there is little indication, at this time, that the industry by and large will be affected.

In the nature of a modified version of the NRA legislation of several years ago, the new proposals, however, do not bear upon trade practices which constituted the most serious phase of broadcasting industry application of the former measure. The measures already introduced in the Senate and House by Chairmen Black (D-Ala.) and Connery (D-Mass.) of the respective Labor committees, simply provides for wage and hour legislation with no specifications for either. A fortnight of hearings before a joint committee are contemplated.

Wage scales in the broadcasting industry generally are above the minimum of $16 per week for a 40-hour week now being discussed.

### Federal Change

President Roosevelt himself has revitalized the drive for the government reorganization. Originally suggested by the President last January, the plan projected abolition of the FCC and absorption of its function by the Department of Commerce. Hearings have been held before a Joint Committee on Reorganization in connection with the measure but nothing tangible has yet developed. There has been strong sentiment in favor of maintaining such agencies as the Interstate Commerce Commission, Securities and Exchange Commission and possibly the FCC, as independent agencies.

In the new procedure, the House has been charged by the President with initiating the legislation for reorganization of the executive departments. House members of the joint committee conferred with the President last month and received the request to draft such a bill.

Despite this legislative drive, it is felt that no legislation will be enacted at this session because of conflicting forces. Senator Byrd (D-Va.), Chairman of a Senate group opposing the President's plan, is conducting his own inquiries. He has asked the Brookings Institution, which has been making special studies on reorganization for the Senate, to submit a special report on independent agencies. He has favored various consolidations of most of the 100 independent commissions, presumably including the FCC.

The view seems to prevail at the Capitol that the majority of the House reorganization committee will be unwilling to go the whole way with the President's program. Principal opposition grows out of the proposal for authority to merge, consolidate or even abolish governmental agencies. There is much speculation as to what effect such authority will have on agencies such as the FCC and Federal Trade Commission. The original presidential plan contemplated blanketing of both of these agencies under the Department of Commerce with an assistant Cabinet officer in charge of each. The present commissions, under that plan, would sit as quasi-judicial boards to review the actions of the departmental executives.

### Supported in Senate

On the Senate side, it is indicated that a majority of the members of the joint committee are prepared to support the President's plan. The notable exception is Senator Byrd, head of the select committee on reorganization which was eclipsed at the outset of the present Congress by the appointment of the larger joint committee.

The Brookings Institution report on independent agencies is being awaited with considerable interest. In one of its reports, this private research organization dealt with regulatory agencies responsible for power regulation. It recommended greater rather than curtailed responsibility for the Federal Power Commission and members of the Byrd committee look forward to a similar finding on the Trade and Communication Commissions.

In informed Congressional circles, the view is expressed that while reorganization studies may go forward at a swift clip at this session, there is very little likelihood of actual legislation. Any work done during the current Congress, it is pointed out, could be picked up at the next session.

The fate of the Connery resolution (HRes-92) was still undecided as BROADCASTING went to press. Forces are still functioning for its adoption by the House Rules Committee, before which it has languished practically since the outset of this session in January, but it has gained little momentum.

Rep. Connery himself is engrossed in labor legislation but Rep. Wigglesworth (R-Mass.) appears to be active in behalf of the proposal to investigate broadcasting, notably alleged network monopoly. Rep. Wigglesworth received from the FCC, at his request, a report prepared by the engineering department showing experimental grants of both additional time and power to stations. This grew out of a request made by the Congressman during closed hearings on the FCC appropriation for the 1938 fiscal year.

Mr. Wigglesworth followed up his original request with an inquiry as to how many experimental grants had been cancelled over particular periods, which information also was supplied him. Whether he intends to launch another attack upon the FCC, following up several he has already made during the current session, is problematical.

Other legislative activity involving radio during the last fortnight included transmission by the FCC to the Senate of complete records and exhibits in the so-called Oslo (Norway) case in which RCA was granted a circuit to this point and Mackay Radio & Telegraph Co. was denied this permission by a 5 to 2 vote of the FCC. Senator Borah (R-Idaho) introduced a resolution (SRes-133) asking for the data and the request was complied with May 24.

A resolution (SJRes-95), passed by the Senate and proposing an investigation of power utilities by the Federal Trade Commission, also indirectly involves the FCC. It was introduced by Senator Norris and now is pending before the House. The FCC is named in the resolution to cooperate with the Trade Commission in its work. Senator Norris said there was no intention on the part of investigators to inquire into the Communications Commission or any other agency mentioned in the resolution and that the reason for the specific mention of the FCC was to enable investigators to request assistance in the event developments warranted it. He said there would be no "fishing expeditions."

The House Interstate & Foreign Commerce Committee during the last fortnight delayed scheduled action on the Lea Federal trade bill, which in effect is a substitute for the Copeland food and drugs measure (S-5) which already has passed the Senate. The Lea bill (HR-3143) would broaden the Trade Commission's power over advertising and the House subcommittee, in considering both the Copeland measure and the Lea measure struck from the former all advertising provisions. The major difference between the two bills is that the Trade Commission, rather than the Department of Agriculture, would be empowered to administer the advertising provisions.

Chairman Lea (D-Cal.) said in connection with the measure that the committee now has before it the railroad retirment bill and that until it clears this issue it will be unable to consider the food and drug legislation.

BEFORE THE RACE—Len Riley (right), announcer of WFBM, Indianapolis, and Peter DePaolo, winner of the 500-mile auto race in 1925, broadcast a series of pre-race programs and were paired for the race itself May 31 feeding to CBS, along with Ken Ellington, CBS staff announcer from Chicago.

# Radio Prominent In AFA Program

## Several Sessions to Include Discussions About Radio

RADIO is scheduled to play a prominent part at the 33d annual convention of the Advertising Federation of America, to be held at the Pennsylvania Hotel in New York, June 20-23. Since this is the same date as that chosen for the NAB convention in Chicago the commercial section of the NAB was forced to decline the AFA's invitation to hold a radio departmental session in conjunction with the convention. Despite this, however, several radio talks have already been scheduled for the AFA sessions, and as the program develops it is probable that several more of the special sessions will include this topic in their discussions.

Talks on the use of broadcasting as an advertising medium already scheduled include one by J. Albert, promotion manager of the *Detroit News* on the topic "Radio as used by Newspapers." Mr. Albert will speak before the meeting of the National Newspaper Promotion Association on June 22. Neal Barrett, manager of KOMA, Oklahoma City, and governor of the tenth district of the AFA, is another scheduled speaker. He will speak at the breakfast session of the Council on Advertising Clubs which will be held on June 21.

### Women to Discuss Radio

At the same time another breakfast session will be held by the Council on Women's Advertising Clubs, which will have no formal speeches but will devote its time to a question and answer session of the nine "ghosts" in the family closet of an advertising club, one of which is radio.

In a letter sent to the women's advertising clubs by Edith Ellsworth of Roche, Williams & Cunnyngham Inc., Philadelphia, AFA vice-president, radio is listed as a discussion topic with theh comment: "Have you gone on the air successfully? If not, why are you behind the procession?"

The retail advertising conference and the meeting of the Public Utilities Advertising Association, both to be held June 22, also show promise of producing some lively radio discussions, and as other groups announce their programs it is probable that further radio topics will be included.

## RMA to Convene

A RECORD gathering is expected at Chicago for a week beginning June 8, for the thirteenth annual RMA Convention and the National Radio Manufacturers Parts Trade Show at the Stevens Hotel. The fifth annual convention of the Institute of Radio Service Men will be held at the same time. Scheduled are many interesting programs, social and entertainment events, committee and group meetings for discussion of industry problems.

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MBS has for the second time increased its space at 1440 Broadway, New York, taking new offices on the 23d floor to give added space to program, traffic, sales, sales promotion and executive departments.

# FOR SALE!

## 132 Top Notch Counties

## 21c EACH

Our participation in the recent Fourth Columbia Broadcasting System Listening Area Study brought record returns from 41 counties in Ohio; 45 counties in Pennsylvania and 46 counties in West Virginia. That's a response from a total of 132 counties in our primary-area States alone—we'll throw in the 106 counties in 23 other States for good measure!

With a daytime fifteen-minute rate that gets as low as $28.00 you can talk to the thousands of Friendly WWVA Listeners in the 132 Ohio, Pennsylvania and West Virginia counties at 21c per county—mind you now, 21c per *County* and *NOT* per listener. That's big value if we could give you only a handful of listeners in each county—but you know better than that!

It ought to be a good idea to do some checking on this "Friendly Voice From Out of the Hills of West Virginia".

JOHN BLAIR & CO. NEW YORK CHICAGO DETROIT SAN FRANCISCO Represent Us

*"The Friendly Voice From Out of the Hills of West Virginia"*

*Columbia Network*

# WWVA

*5,000 Watts*

HAWLEY BUILDING — — — — — — — — — WHEELING, WEST VA.

# Oakite, a Pioneer In News Programs, Cleans Up by Air

### Consistently Boosts Annual Sales Since Going Radio

By FRANK A. CONOLLY
Mdsg. Manager, Oakite Products Inc.
(As Told to Sidney J. Paine)

OAKITE PRODUCTS Inc., New York (Oakite cleanser), began using radio on WABC, New York, long before maps were dotted with advertising agencies and script syndicates. There were no gag men then, and fewer gags. The Oakite advertising department wrote and produced its own shows and experimented with all basic program types. There was trial and there was error. And sales began to soar. The results of one program were just compiled when Oakite tried another.

Imaginary visits to prominent cities were conducted tourist fashion on the *Oakite Special Train*; a troubadour strummed a Spanish guitar and crooned in accents slightly false; the Oakite musical clock girl got you up in the morning and Oakite drama put you to sleep at night. It was quite exhausting all around, but it sold cleanser. The

OAKITE CONTEST—Letters promoting Oakite and its latest contest were sent to dealers in New England, who were advised to tell customers to listen to the program.

drama of Cheyenne's rodeo became melodrama when Custer made his last stand. And on a Good Friday, Oakite created a fantasy through the eyes of a shepherd watching the *Passion Play* from the hill near Oberammergau.

#### Then the Discovery

It was after considerable trial and considerable error that Oakite stumbled on an important sales phenomenon: Grease spots are cleaned by women and women love news. It was then that the cultured voice of Florrie Bishop Bowering, home economist and commentator, emerged from loudspeakers to give busy housewives suggestions about the mixing-bowl, interior decorating hints, and international news gossip. Thousands of women began using Oakite cleanser, began writing in for recipes, advice on color, and more news. Oakite extended its broadcasts to the Midwest and started its first contest series. Puzzles, tooks of magic, and china dinner sets were given away all over the Corn Belt. And Oakite made another important discovery: Merchandising tieins increase sales. Market areas were flooded with window-displays, mailing pieces and program listings. Sales shot up.

There was more trial; there was less error. And Oakite found another promotion tiein that has proved its effectiveness time and again. Martha Dean, news commentator on WOR, Newark, had been giving a series of interviews with personalities from the headlines. Along with her interviews Miss Deane gave news flashes and the news of Oakite was found behind the news of the day. Oakite in the red package journeyed with Byrd to Little America; Oakite was used to clean the two-and-a-half acres of fabric in the National Geographic Stratosphere balloon; and more recently, when some boys found gold coins buried under a house in Baltimore, Oakite cleanser made it possible for them to recover $25,000 treasure trove. This is the news behind the news that has helped Oakite increase its sales every year since it began using radio.

We're very anxious for television to get under way so that we can *show* America how easily and quickly and cheaply the worst grease spots can be removed. We consider radio a primary sales medium and never once have we regarded it as a secondary medium to be used merely as institutional background.

#### Successful Contest

The entire grocery trade, as well as the consuming public throughout the six States of New England took part in the recent Oakite contest conducted by Miss Florrie Bishop Bowering, of the *Homemakers' Council of the Air* program on WEEI, WPRO, WORC, WMAS, WLBZ, and WDRC. Housewives were invited to sumbit a brief letter telling "What Is The Most Unusual Spring Cleaning Task In My Home For Which I Have Ever Used Oakite." Spring fashions were awarded as prizes. For example, three-piece I. J. Fox spring wardrobe, I. J. Fox spring dress and one year's supply of Oakite for each of the next ten winning letters.

The response to this contest, finished April 30, definitely brought in a startling collection of consumers letters telling of the uses to which Oakite had been put that were surprising to even ourselves, who thought we knew every spring cleaning use for Oakite.

## LEAVE OFF THE GREASE, BOYS

### That's Don Herold's Tip; He Resents Being Spoken To as Though He Were a Crowd

VENTING some personal peeves against radio practices, Don Herold, writer and cartoonist, in the May issue of *Judge* includes a few pointers that might be heeded by those who work behind the microphone. For example, he gives this "tip" to all radio speakers and performers: "Treat me as if I were one person. I resent being addressed as if I were an auditorium full of morons."

Too many speakers, writes Herold, make the fundamental mistake of thinking of themselves as talking to 50,000,000 people. They ought, he says, to think of themselves as being in a room with just one or two other people. "They ought to think of that and tame down." He continues:

"I've always resented oratory and exaggerated intonation .'Public speaking' in its worse sense is a relic of barbarism. (Yet they even teach it in colleges, still.) I don't like to have anybody try to 'sway my emotions' with the tune of his voice. That sort of thing is to be classed with tom-toms. If any subject is at all vital, gimme the words without the music. As I say, convince me if you can—but don't try to sway me.

#### Pretty but Feeble

"Now I'm never quite sure what it is that Father Coughlin wants or is trying to say, but I'm always pretty sure it is something pretty fishy or pretty trivial, because he says it with such passionate intonation. He hits every syllable as if it were a bass drum. He must be afraid of his subject matter, or he wouldn't work so hard at his delivery.

"This Economist-with-a-Pipe-Organ has the lushest line of furlined words on the air, and I haven't the slightest idea what it's all about.

"The other night, the Father's announcer offered to send anybody a handsome pocket crucifix for the asking, and a few minutes later Father Coughlin was tearing at Roosevelt's Supreme Court plan like a tiger at a wheelbarrow full of raw meat. I don't get the connection * * *.

"But I am against oily hypnotism on either side of the fence. I am against it in priests, politicians, labor leaders or capitalistic spellbinders, or in radio announcers peddling their toothpaste. Just say it, boys, and leave off the grease * * *.

"Radio right now is where the drama was a hundred years ago. It is full of practices as naive and elementary, for example, as the 'asides' of the old-time speaking stage. Remember how the villain used to come down to the footlights and talk to the audience? I believe it was Ibsen who first conceived of the stage realistically as a room with one wall removed. We had to have centuries of artificiality in the theatre before anybody thought of that. And that put, or should have put, a definite end to stomping and stalking on the stage, and to such phoney practices as 'asides.'

"I believe that the reformation of radio will come with the general conception of radio programs as going to one or two persons sitting in a room . . . rather than as going to millions of people in a vast auditorium. Oratorical hypnotism and announcer goo which might get over to a theatre full of people seem ridiculous when spilled to one or two people at a fireside. Would Father Coughlin call me up on the telephone and go into such orgiastic raves? Would a Packard salesman call me up on the telephone and give me all that gush? Well, what is a radio, but a telephone in a box? * * *"

# KMJ Is Authorized To Increase Power

### WMBD Is Given Boost; Full Time Is Granted to WGBC

KMJ, Fresno, Cal., was authorized by the FCC Broadcast Division May 18 to increase its night power from 500 to 1,000 watts on the 580 kc. channel. The station is operated by McClatchy Broadcasting Co. In granting the application, the Division reconsidered its action of March 9 in designating it for hearing.

Simultaneously, the Division authorized WMBD, Peoria, Ill., to increase its power from 500 watts night and 1,000 watts day on 1440 kc. to 1,000 watts night and 5,000 watts day, sustaining the recommendations of Examiner George H. Hill.

#### Scranton Grant

WQAN, Scranton, operated by the *Scranton Times*, was granted a modification of license to use the transmitter of WGBI, Scranton, of which Frank Megargee is president, as its main transmitter and to increase its power from 250 to 500 watts, putting it on a par with WGBI. WGBI recently became an outlet of CBS. KGGC, San Francisco, was authorized to change hours of operation from specified hours to unlimited time with 100 watts on the 1420 kc. This action also sustained a recommendation of Examiner Hill.

WAAB, Boston, operated by the Yankee Network, was granted modification of license to increase its day power from 500 to 1,000 watts on 1410 kc. The station uses 500 watts at night.

## Use of Broadcasts Seen As Aid to Firm's Credit

THOUGH the "only thing permanent about a radio broadcast is the impression left on the mind of the listener," Donald W. Thornburgh, CBS Pacific Coast vice-president, addressing the California Bankers Association in Los Angeles May 22 prophesied that "in the promotion of the manufacturing and distributing business of the future, so intangbile a thing as a radio program will represent a very substantial and definite part of that business' credit when it applies to you for a loan."

Mr. Thornburgh called radio the "new giant force of industry" in his speech on the "Radio Industry and Its Place in American Business," which was devoted largely to case histories of successful radio programs and to a discussion of network projects now under way by both CBS and NBC, to expand their west coast facilities. He told the bankers that a year ago CBS was originating only two transcontinental programs from the Pacific Coast, but now is originating 13 per week while NBC's two networks are carrying 15. Hollywood, he said, is fast becoming a rival radio production center to New York.

SEEKING a new local station on 1310 kc. in Savannah, Ga., is a group organized as the Seaboard Broadcasting Corp., which includes Harben Daniel, commercial manager of WSM, Nashville, and Aaron Shelton, of the WSM engineering department.

COVERAGE WHERE PEOPLE LIVE . . . .
3 MARKETS WITH BUT
A SINGLE CONTRACT
NATIONAL REPRESENTATIVES
Joseph H. McGillvra
366 MADISON AVENUE . NEW YORK CITY ★ PALMOLIVE BLDG . CHICAGO
WASHINGTON
OREGON
IDAHO
MONTANA
PORTLAND
KXL
SPOKANE
KFPY
CBS
BUTTE
KGIR
NBC

# Providing Agency With Station Data A Tough Problem

### Radio Sales Inc. Is Compiling Elaborate Set of Facts

By J. KELLY SMITH
General Sales Manager
Radio Sales Inc.

Mr. Smith

ONE OF the greatest services a radio station representative can deliver to an advertiser or an agency is prompt, concise, complete and, above all, correct information on the stations and the markets he represents. And one of the greatest handicaps under which most station representatives have worked in the past has been their inability to render this service properly.

The individual station's local salesmen have at first hand every detail of information about their station on the tips of their tongues. Thus they are ready to answer any questions in making a solicitation; they know all the points to bring up in any sales argument not only about their station, but also their competition. They should. For that station, and that station alone, is their bread and butter.

#### Getting Information

The average station representative, on the other hand, cannot be steeped to this extent in the lore of any one station. At a distance he serves many masters, not just one, and he is to be congratulated that he refutes the Bible in serving them as well as he does.

In providing advertisers and agencies with information about the stations he represents the ordinary representative has relied chiefly on each station to promote its own interests—to keep him fully informed about its policies, its coverage, its market, its programs, and about any changes that might take place from time to time. This has meant, at the very least, the drag and delay of copious correspondence; and too often the station manager is to busy wrestling with his own problems — the ones that confront him every day with demands for immediate attention—to devote much time to the station representative, far, far away.

This system works hardships on the advertiser, the representative, and the station. It becomes too easy for the station manager to call the representative names for not landing him a piece of the Blank business, and too easy for the representative to think up a few bad words of his own and apply them to the station manager for not letting him have sufficient sales ammunition with which to close the Blank account.

We have found our teletype, weekly program charts, and frequent promotion pieces furnished by our stations to be most helpful to our salesmen in representing the stations for which they are the distant ambassadors. But even rapid communication and "better-than-ordinary" promotion left something to be desired—quick ac-

(*Continued on page 36*)

# *Radio Luxembourg Records Programs Of American Type for Use in Europe*

A FRENCH version of the *March of Time* programs titled *Le Marche du Temps*, is being recorded in three half-hour transcriptions for broadcasts in France as a test of the European audience's acceptance of this type of American program. Transcriptions of this and a number of other American features are being made by Jean Masson, program director of Radio Luxembourg, who is visiting America in search of new features.

Popular with American advertisers, Radio Luxembourg carries an average of two hours of English programs daily, directed at the British Isles whose own stations carry no advertising. On Sunday, most popular listening day, 14 hours of English programs are broadcast by the station, M. Masson said. Colgate-Palmolive-Peet Co., Lever Brothers, Horlick's Malted Milk Corp., Procter & Gamble Co., Liggett & Myers Tobacco Co., Quaker Oats Co., Miles Laboratories Inc., Kraft-Phenix Cheese Corp., and Sterling Products Inc., were among the American users of time he recalled offhand.

With power of 200,000 watts, Radio Luxembourg is probably the most expensive of all commercial stations, its rate for commercial time being $2,000 an hour. It is possible to buy time for less than this, however, M. Masson stated, by sponsoring a station feature. There are three classes of programs according to their standards, he explained: Commercial programs, which contain commercial announcements of the selling type; sponsored programs, in which the sponsor is limited to a courtesy announcement before and after the broadcast, and sustaining. Typical of the sponsored program was the broadcast of the boat race between Oxford, Cambridge and two French crews, which was sponsored by Horlick's.

Transcriptions are used to do a reporting job much more freely in Europe than over here, M. Masson said. While one reason is the lack of networks which can cover a major sporting event or the like for a national audience, another is that by recording a number of incidents and the assembling and rerecording them, a coherent radio presentation can be obtained, for broadcasting at the most suitable time. At his station series of records are used to describe a particular place or situation, in much the same way as motion pictures are combined to make a travelogue or similar short movie feature. As a result of asking listeners what future features of this kind they would like to hear Radio Luxembourg is sending its traveling engineering crew to the Vatican, to make a radio tour of the Holy City.

Although the transmitter is more than 300 miles from Paris, all programs are put on from studios in the French capital, M. Masson said, giving easy access to the best talent obtainable in Europe. While in New York, where he is making his headquarters with his American representatives, Conquest Alliance Co. Inc., he plans to record several programs made along American lines, to demonstrate to the French audience the American technique of blending music, script and commercials. After a brief visit to Hollywood, M. Masson plans to return to France in latter June.

## WOAI Case Dismissed By FCC With Prejudice

DENYING the petition of WOAI, San Antonio, for consent to withdraw its application for transfer of control of the clear channel station to CBS at a figure of $825,000, the FCC Broadcast Division May 18 permitted withdrawal of the application "with prejudice". Under FCC rules, the action means that the application cannot be refiled within a one-year period. Had the FCC granted the Southland Industries Inc. application for withdrawal without prejudice, refiling of the application at any time would have been permissible.

Simultaneously, the Broadcast Division granted oral arguments on the application of KSFO, San Francisco, for voluntary assignment of its license to CBS under a lease arrangement. The oral arguments before the Broadcast Division were set for July 1. Examiner R. H. Hyde in a report submitted April 26 recommended denial of the CBS application to lease KSFO for a rental of approximately $25,000 a year plus an amount equal to one-seventh of the gross annual income in excess of $175,000 per year [BROADCASTING May 1].

FROM LITTLE HARLEM—A new sustaining program on WKY, Oklahoma City, is titled *Afro-America Speaks*, a man-in-the-street program from Oklahoma City's negro settlement, called "Little Harlem". WKY's microphone is handled by a negro M. C. Except for pickups from negro churches, this is Oklahoma City's first all-colored program.

## Courses in Cooling Find Radio Helpful

AIR CONDITIONING and refrigerator schools are enjoying a boom year with a great portion of their success due to radio advertising. Two Chicago firms, Refrigerator and Air-conditioning Institute of Chicago and the Utilities Engineering Institute have been particularly successful.

Starting June 1, the first-named firm adds WHK, WPRO and WTMJ to the present list of 11 stations being used, bringing the total list to 14. Other outlets are: WOR, WLW, WBBM, WBZ, WBZA, WGY, WCAU, WJR, WCCO, WTIC and WTAM. Critchfield & Co., Chicago, is the agency.

Utilities Engineering Institute has been testing on three stations with gratifying results and will use radio advertising on a much larger scale next fall. Stations now being used are CKLW, WWVA and WNAX. First United Broadcasters, Chicago, is the agency for Utilities Engineering Institute.

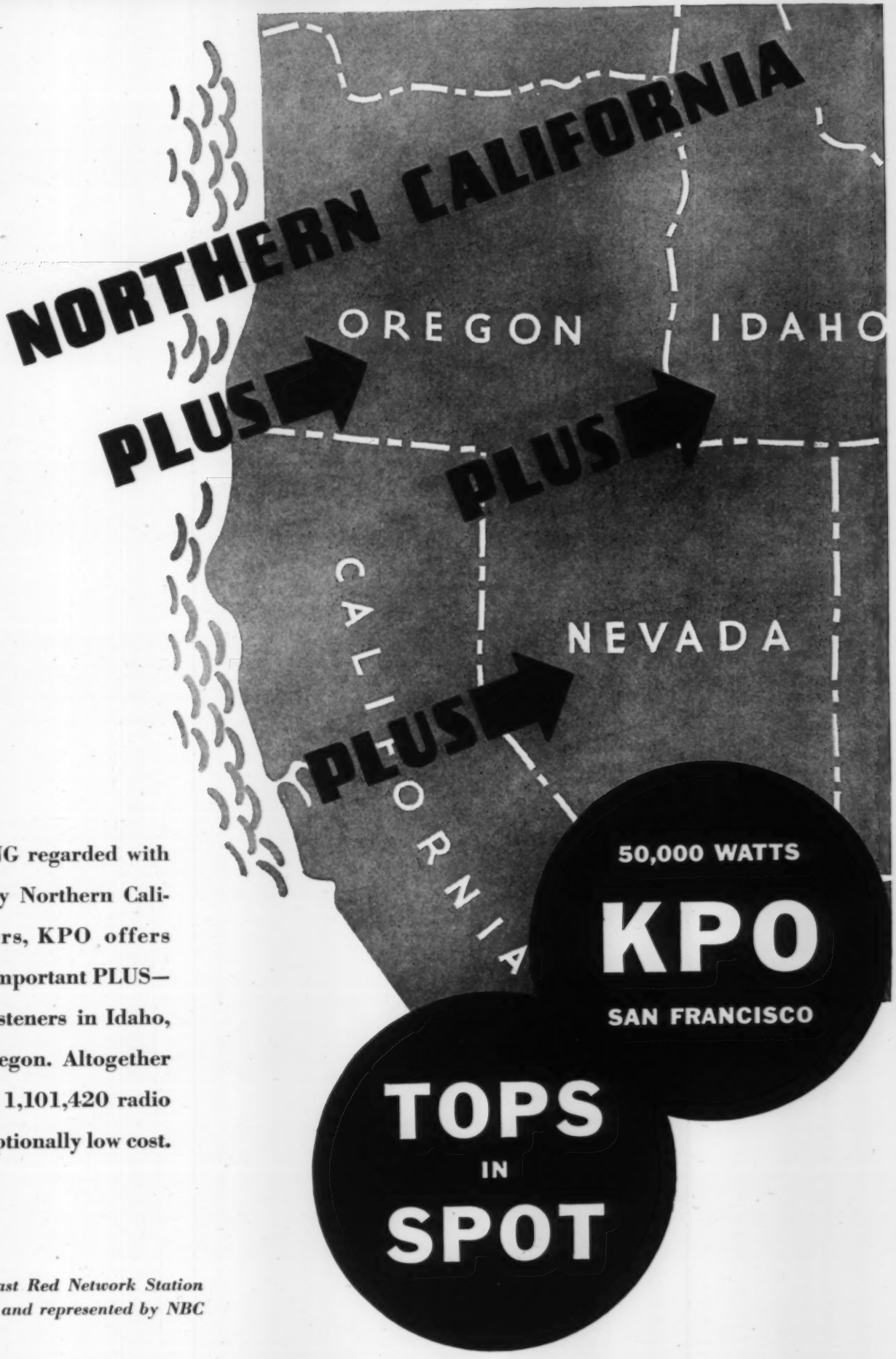
## *RADIO IS PROBED BY MOVIE OWNERS*

THE radio committee of the Motion Picture Theatre Owners of America, appointed at the March convention in Miami to study the effect of radio appearances of movie stars on their box office value, met May 18 with representatives of seven major picture producing companies to discuss the problem in a closed session at the Hotel Astor in New York. Following the meeting Walter Vincent, chairman of the MPTOA committee, stated that the discussion had found the producers in agreement with the exhibitors that some means of regulating broadcasts of picture personalities to avoid unfair competition with theatres is necessary, but that no decision regarding any definite plan of action had been reached.

"We are a fact-finding committee," Mr. Vincent said, "and our only aim is to investigate the situation until we have found what effect radio appearances are having on the box offices of our theatres. We are not out to harm radio but are trying to find some facts that will help us all. The producers and exhibitors alike want to do everything they can to preserve and enhance the box office value of stars and stories. Some screen personalities are also radio personalities but others are not."

At this first meeting of the committee with representatives of producers no broadcasters were present and it was said that they would not be called in until some definite plan of action had been adopted, when it would probably be submitted to the networks. Attending the meeting were: Walter Vincent, New York; Samuel Pinanski, Boston; and Lewin Pizor, Philadelphia, three of the four members of the committee, and representatives of United Artists, RKO, M-G-M, Universal, Columbia, 20th Century-Fox, and Paramount. Warner Bros. was the only major producer not represented at the session.

WKAT will be the call letters of the new 100-watt station on 1500 kc. which the FCC recently authorized A. Frank Katzentine, former mayor of Miami Beach, to construct.




LONG regarded with highest favor by Northern California listeners, KPO offers advertisers an important PLUS—thousands of listeners in Idaho, Nevada and Oregon. Altogether you can reach 1,101,420 radio families at exceptionally low cost.

*A Pacific Coast Red Network Station programmed and represented by NBC*

## Labor, Storm Combine To Disrupt Schedules Of Michigan Stations

MICHIGAN stations found a variety of interruptions in their efforts to keep on the air during the last few weeks.

A strike of the Consumers Power Co. employes in the Saginaw Valley provided an anxious half-day for Stanley F. Northcott, manager of WBCM, Bay City. Current was switched off at noon in Bay City, and WBCM was forced off the air until late in the afternoon, when a truce settlement was made and current restored. Other Michigan stations, notably WFDF at Flint and WIBM at Jackson, watched developments anxiously. The strike truce came at a moment or two before current was scheduled to be switched off at Flint; and Jackson, the headquarters office of the public utility, was fearful that it, too, might find itself in the current-less area.

Later in the month a four-hour electrical storm struck Detroit, and when lightning struck the transmitter of WWJ, Detroit, that station was forced off the air. Emergency repairs were completed after WWJ had been silent for about 2½ hours. A similar occurrence happened to CKLW, Windsor, earlier in the month, when utility current in that city was cut off by a severe storm. CKLW leaned on its emergency transmitting equipment off and on during the evening, and managed to keep programs going.

## Lightning Strikes WHK, Causing $1,000 Damage

CLEVELAND listeners were deprived of hearing many of their favorite radio programs May 21 when WHK's transmitter was forced off the air at 9:18 p. m. and remained silent until emergency efforts on the part of its engineers under the direction of E. L. Gove, technical supervisor of the United Broadcasting Co., effected restoration of service at 11:02 p. m.

According to Mr. Gove, the break was occasioned by a major power line failure caused by lightning striking the transmitter, blowing out five fuses and a rectifier tube and burning out a transformer during an electrical storm. Approximately $1,000 damage was done, it was estimated. WHK tendered its appreciation to WGAR and WTAM for their courtesy in informing the radio audience of the disruption in WHK service by announcements at various times during the remainder of the evening.

## WBHP Goes on Air

WBHP, new 100-watt station on 1200 kc. at Huntsville, Ala., went on the air officially May 20 with broadcasts by local and state celebrities. It replaces the old WBHS, which was never reopened after fire wrecked its control rooms in the Russel Erskine Hotel. The station is located in the Henderson Bank Bldg., and is licensed to Wilton Harvey Pollard, former engineer with several Southern stations, who is its manager. Commercial manager is Richerd Schicman, of Huntsville, and program director is Weston Britt, formerly of WBT, Charlotte, and WMFD, Wilmington, N. C.

**PROMOTING POND'S**—To show retail druggists how they can tie up their windows with the Pond's broadcasts, Lamont, Corliss & Co., distributors of Pond's products, built this display in NBC's sales promotion department and took this photograph, copies of which will be shown to dealers by Pond's salesmen. The tie-in display will be furnished retailers by the company on request.

## Providing Agencies With Station Data

*(Continued from page 34)*

cess to comprehensive station information, compiled and indexed as a matter of record for the ready reference of the salesmen, uniform in makeup and text, and kept up-to-date automatically by close cooperation between station manager and central office supervision.

That type of record, changing in part from week to week, is what we are compiling at Radio Sales, and since we have started the project we have discovered that its benefits will accrue not only to the station and representative mutually, but to all other stations represented by us. We are attempting to move every bit of each station we represent into every Radio Sales office — even the equipment — as completely as it can be done by putting words on paper.

### All Types of Facts

To do this means to compile nothing less than an encyclopedia of many volumes. A complete book is being prepared for each Radio Sales station. In addition, one volume is being devoted to the CBS Pacific Network, one volume to the California Network, and one volume to the New England Network. When these books are completed one copy of each volume will be in each Radio Sales Office, but more than this, every station represented by Radio Sales will have a complete set of the volumes.

Giving every station the complete information on every other station will serve two purposes: (1) It will provide a convenient exchange of ideas on promotion, programs, and policies, and (2) it will enable each station better to serve as a sub-office of Radio Sales.

Since the chief air of the book is to put between two covers complete station information, every possible phase of each station's activities is being covered: Programs, personnel, policies, equipment, history, market data, coverage data, success stories, and many more, all under their respective general headings and all divided further into "day" and "night" subheadings.

In the subdivision "general" is included that information which is equally applicable to day and night operation; "day" and "night" subdivisions contain information applicable alone to each of them.

Here's an example, taken directly from the book. One of the major sections is indexed as "Sponsors and Case Histories." Under "general" comes a complete list of the station's 1937 sponsors, to date, by business classifications, divided into local and network clients, and comparisons of total local and network sponsors quarter-hour units with those carried by major competitors, by business classifications.

The "day" and "night" subdivisions carry the same kind of listing and comparison, limited, in their respective instances, to "day" and "night" sponsors, plus case histories of successful daytime and night-time sponsors. All information about daytime business is in the "day" subdivision; all information about night-time business is in the "night" subdivision.

A dreadfully uninteresting but pertinent example of how this separation of day from night may work, came up the other day when an advertiser wanted information on the number of price-mentions he could use in a quarter-hour program in the early evening on a certain Radio Sales station. And he wanted it right away. A quick flip to the subdivision "night" in the section of the book marked "policies" disclosed that the station policy permitted two price-mentions after 6 p. m.; but reference to the "day" subdivision disclosed that five price-mentions per quarter-hour were allowed during the day. This advertiser had become accustomed to bringing up the question of limitations on commercial copy first when placing spot business in order to avoid later entanglements caused by misinformation. He had usually waited an hour or a day or even longer until station representatives could either check with their stations by mail or wire or hunt through massive files for too-often out-of-date letters. The Radio Sales Encyclopedia, however, provided the facts while the advertiser held the wire. We don't know yet whether he signed the contract because he was sold or because he was astonished.

## MISSED BY STORM
### Tornado Swerves From WMT But Stops Power

WMT, Waterloo, Ia., was saved from considerable loss in transmitter equipment May 21 when a freakish tornado struck near Marion, Ia., where its vertical radiator is located. The tornado caused thousands of dollars of damages when it flattened barns, houses, killed many head of livestock, uprooted dozens of power lines and resulted in injuries to at least one person.

The wind was headed directly toward WMT's new transmitter building and towers when it suddenly swerved, missing the station equipment and loosed itself on all sides. Station was without power all forenoon and could not broadcast until workmen rebuilt nearly a half-mile of highline carrying power to the transmitter northeast of Marion. The highline was uprooted by the storm throwing off the current at 5:08 a. m.

Charles F. Quentin, technical supervisor for WMT, said the main force of the storm was felt in an area just west of the broadcasting towers, but the wind blew at a terrific speed there. Tests were being made preliminary to the start of the days broadcasting when the tornado swept across the high line. The power line going to the transmitter carries 6,600 volts. Every available man was kept busy repairing the line and broadcasting was resumed about 10 a. m.

## WFBR Signs Up Races

EXCLUSIVE rights to next year's running of the Preakness and Futurity races at the Pimlico track in Baltimore have been signed by WFBR, Baltimore, with the Maryland Jockey Club. Hope H. Barroll Jr., manager, and Purnell H. Gould, commercial manager, conducted the negotiations with Alfred Gwynne Vanderbilt. The two races for the last few years have been broadcast over a limited NBC-Blue network under sponsorship of American Oil Co., Baltimore, but WFBR announces that plans are under way to secure a wider NBC-Red network sponsor next year since WFBR is affiliated with NBC-Red.

## Spark Plug Discs

ELECTRIC AUTO LITE Co., Toledo, O., manufacturers and distributors of ignition systems, to introduce a new spark plug to the consumer market, will shortly launch its first national radio campaign. One-minute dramatized announcements, cut by Assoicated Cinema Studios, Hollywood transcription concern, will be used in a dealer tie-in. Organization is now using the series in a test campaign on KPMC, Bakersfield, and KJBS, San Francisco. Shattuck & Ettinger, Beverly Hills, Cal., agency, has account.

# WELCOME

TO THE MOST INTERESTING HOTEL IN AMERICA!

Official Convention Headquarters
June 20 to 23, 1937 of the

## NATIONAL ASSOCIATION *of* BROADCASTERS

BE SURE TO VISIT

*the Internationally Famous*

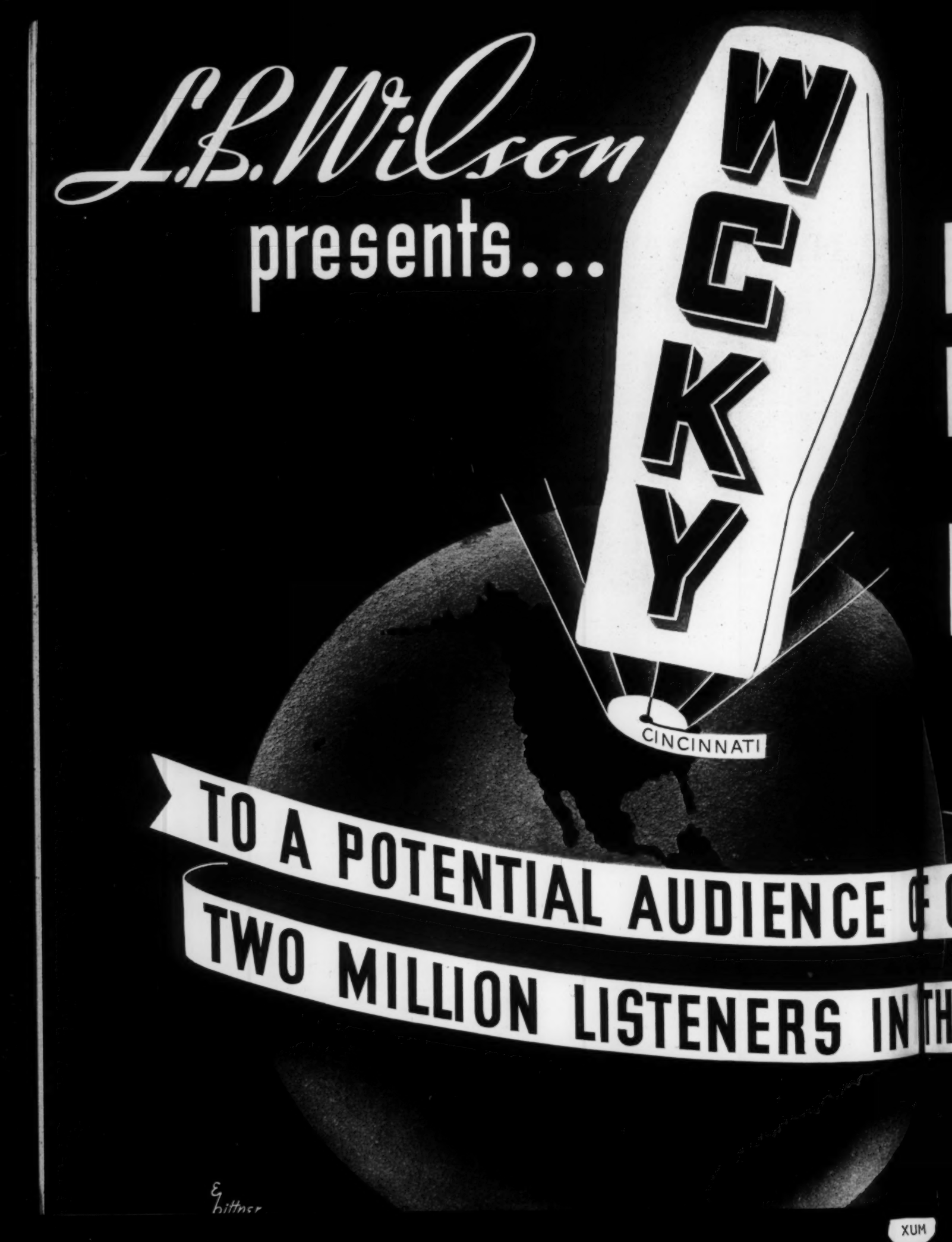
## COLLEGE INN

Sophisticates from every corner of the world are conspicuous "among those present" nightly in this nightclub-restaurant, which has consistently maintained its reputation as Chicago's greatest attraction. . . . The College Inn is the perfect rendezvous for luncheon, dinner, or late supper. . . . Visitors from other cities do not have to guess—"where shall we go"—there is always a nationally known orchestra and an outstanding floor show at the College Inn. . . . And the superlative food and fine liquors invariably served make it the ideal place to dine as well as to dance and be entertained.

# HOTEL SHERMAN

HOME OF THE COLLEGE INN

## CHICAGO


L.B. Wilson
presents...
WCKY
CINCINNATI
TO A POTENTIAL AUDIENCE
TWO MILLION LISTENERS IN
Hittner

DOING THE REAL JOB
FOR THE ADVERTISER
10,000 watts
VERY SOON
OF OVER
N THE RICH OHIO VALLEY
XUM

# BROADCASTING and Broadcast Advertising

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## The Eyes Have It!

SO LITTLE had been said or printed about projection of television into images of more than 8 x 10 inches that radio folk still are wondering if it was a dream or if Dr. Vladimir K. Zworykin and Dr. R. R. Law of RCA really flashed television on a screen 8 x 10 feet. The movie-size projection took place May 12 at the IRE silver jubilee convention in New York after splendidly clear home movie size picture 24x18 inches were shown.

Thoughts of home movie and 8 x 10 foot television inspire speculation of a fireside scene that may undergo a change as complete as that which took place when the radio loudspeaker became a standard article of furniture in nearly every living room.

They're still consuming midnight kilowatts in the laboratories, for countless problems present themselves as television's pioneers grope their way through baffling obstacles. But television is an established technical art already, if not an established industry. The difficulty, of course, is that it won't stay established, for new methods must be devised to meet these new problems. The industry's executives don't intend to launch television until they have something reasonably stable and economically feasible.

On another page the technical and commercial phases of this new television development are discussed in detail. It's history in the making. Before many realize, television will be here, as well as there and everywhere.

Engineers engaged in this visual research are radio engineers—the men who were instrumental in establishing aural broadcasting. The companies footing the research bills likewise are in the aural broadcasting realm of today. The broadcasters themselves are nurturing this development, properly preparing to take over the obligation of television broadcasting when the time arrives.

## The Six-Month Ticket

FOR YEARS broadcasters have yearned for stability as an industry—stability that can be attained only through longer broadcast licenses replacing the existing six-month tickets.

They will get little solace and even less hope of achieving that goal in the current FCC attitude as expressed in a report to Congress on the pending Anderson Bill which would make five-year licenses mandatory.

The FCC uses a time-worn argument that longer licenses would tend to "freeze" existing conditions. The same argument was used in the Radio Commission days of 1928. Adoption of a five-year minimum, it states, would "recognize in principle that the allocation of frequencies has achieved proper equilibrium."

The facts, as we see them, are that the FCC is loath to issue longer licenses because it is the easy way. With a six-month license, it can hail a station to the carpet on renewals at intervals of twice a year, if necessary. With a five-year license, however, the FCC would be in the position of resorting to rather cumbersome revocation procedure, with the burden of proof upon Uncle Sam to show cause why a license should not be renewed, rather than the other way.

That the FCC would turn thumbs down on the Anderson proposal was expected. But that does not mean the viewpoint is correct. The aggressive young Missouri legislator does not see it that way, and he intends to follow through. He sees no reason why the FCC should "continue to crack the whip" over broadcasters under the short-term licenses. We agree with Rep. Anderson and we hope all those interested in broadcasting as an industry likewise will agree and follow through in a tangible and forceful way. As long as the six-month license prevails, broadcasting will rank as an unduly hazardous business enterprise existing on a month-to-month basis.

## The Radio Volcano

IN ANOTHER month the fifteenth annual convention of the nation's broadcasters will be history. But whether history will be made at that convention is another matter.

The tentative agenda for the three-day Chicago conclave of the NAB is not particularly enlightening. It does not show any real issues. Even the pet perennial, copyright, does not have a place on it. But that agenda is no barometer of the true situation.

We believe broadcasting is going through a critical period. There aren't any bombs bursting in air, but there are plenty of surface indications. Government networks and government stations are being talked about by folks who would out-deal the New Deal. Propaganda of the worst sort is being spread throughout Congress by enemies of radio. It isn't being answered effectively. Stories of exorbitant profits of networks and stations—fantastic stories—are getting to the politicians.

Broadcasters, by and large, probably haven't given much thought to these matters. They have plenty to do at home to keep the wheels in operation. But broadcasting is a peculiar sort of industry. It is more sensitive to both public and political moves than any other industry. It isn't enough to provide good programs and maintain plants meeting every technical requirement. The public relations job is just as important in radio.

Broadcasters, in the several weeks remaining before the convention, should do some serious thinking about their problems. They should be prepared to discuss them intelligently from the floor. They must act conscientiously at this convention, to insure a strong industry leadership that will be in a position to cope with any eruption that may occur on the political radio front.

## Dr. Stewart Quits

NONE who know him as a person and as an FCC commissioner could fail to admire the integrity and the diligence of youthful Dr. Irvin Stewart, who is voluntarily leaving the FCC at the end of this month for academic pursuits more to his liking. Dr. Stewart's standards were always of the highest; during his tenure of three years as Telegraph Division chairman, despite besetting influences, he maintained a clear mind and a clean record. The internal and external politics in which the Commission has become involved never touched him. His retirement is voluntary, for it is generally thought he could have been reappointed had he liked, since Rep. Rayburn of his home state of Texas has been back of him wholeheartedly ever since the excellent record he made as a Department of State attache assigned to help frame the Communications Act.

The Democratic vacancy his departure creates, needless to say, gives President Roosevelt an opportunity to infuse new blood into a Commission floundering in a maelstrom of politics, personalities and suspicion.

## The RADIO BOOK SHELF

RALPH ROGERS, president of Associated Radio Writers Inc., Boston, and director of the radio courses at Boston University, has published a handbook on radio writing titled *Do's and Don'ts of Radio Writing* (Associated Radio Writers Inc., $1) resulting from his ten years of experience in writing, producing and selling network and local shows. Fifteen chapters carry through "The Program Idea" to "Sample Scripts", each being supplemented with instructions about what to do and what not to do in writing, building, selling and broadcasting a radio show. This is one of the few instruction handbooks on the subject ever compiled, and it should be valuable alike to the veteran and the neophyte.

CREDO HARRIS, director of WHAS, Louisville, is reading proofs of his latest book, 70,000 words of reminiscence of the early days of American radio, which Bobbs-Merrill Co., Indianapolis, will include in its fall publication list. The book's title has not yet been selected.

# We Pay Our Respects To —

EARL CHARLES REINEKE

ANY WAY you look at it, WDAY, Fargo, N. D. owes its all to Earl Charles Reineke, and vice versa. That is because Mr. Reineke is the only president and general manager WDAY has ever had, and being president and general manager of WDAY is the only job that Mr. Reineke has ever had.

On May 22 WDAY observed its fifteenth anniversary. It is the oldest station in the Northwest and one of the pioneers of American radio. When it first took the air in 1922 as a feeble 50-watter, Earl Reineke, age 28, native son of Fargo, was the whole show. He was one of those few radio "hams" who saw in "wireless telephony" a possible future business operation.

Today WDAY operates on the 940 kc. channel with 5,000 watts day and 1,000 night. It is an NBC outlet. Its studios in the Black Bldg. are a showplace in the Northwest. To commemorate its fifteenth anniversary the entire plant was modernized and studios redecorated.

Earl Reineke is one of the few radio station owners who did not come from another business into radio. At 14 he was active in wireless and he hasn't stopped since. Born in Fargo 43 years ago, the only son of Mr. and Mrs. E. C. Reineke, pioneers of the prairie metropolis, he began his education in the conventional little red schoolhouse. When it burned down while he was in the eighth grade, he decided his education was complete. Parental influence caused him to make several other starts in various institutions of learning but upon each occasion when spring arrived, it marked the end of young Earl's scholastic year.

Just before he entangled himself in coils and catwhiskers Earl Reineke took a fling at art. He turned out several meritorious canvasses. Then electricity attracted him along about 1907 and he soon filled the family home with gadgets. One of them would turn his bedroom radiator on and close the window about a half-hour before risng time. He claims it made staying in bed a lot easier.

Three years later, he formed a wireless friendship with Dr. A. Hoyt Taylor, then head of the department of science and mathematics of the University of North Dakota. Together they tinkered. Today Dr. Taylor is a reserve commander in charge of the Naval Radio Laboratories at Bellevue, near Washington, D. C.

Came the war, and Earl Reineke had to content himself with a civilian instructorship in radio at the Army Vocational Camp in Fargo, deficient eye-sight disqualifying him for an active branch of military service. When the war ended, he turned to "ham" radio activities. Meanwhile, in 1918, romance budded and he was married to Beulah Lenore Chase.

While still absorbed in the meters, the Reineke interest turned to aviation and in 1920 he bought his own plane. It washed out two years later in a crackup, ending Reineke's days as a private plane owner. Air transport, however, is still his favorite means of transportation.

Radio began as a hobby with Earl Reineke, grew into a thriving business, but is still essentially a hobby. Next in order of hobby interests are golf, hunting, fishing and aquaplaning. The family maintains a summer home on an island in the Minnesota lake region and he spends as much time there as possible during the summer.

Earl says his ambition is to live to be 104, but no one has ever been able to find out why the four odd years.

## KHJ Names Ridgway

THAYER RIDGWAY, who joined KHJ, Los Angeles, as account executive in April, has been made commercial manager, succeeding Roger K. Houston who resigned to join the sales staff of KNX, Hollywood. Ridgway was associated with KHJ in 1931-32 as promotion and advertising expert. Since leaving there he was for the past three years national advertising and promotion manager of the *Los Angeles Illustrated Daily News* and *Evening News*. Prior to that he held a similar post with the *Los Angeles Examiner*, and is widely known in radio and advertising.

# PERSONAL NOTES

GARDNER COWLES Jr., president of the Iowa Broadcasting Co. and editor of the *Des Moines Register & Tribune*, and H. R. Gross, news editor of WHO, Des Moines, were among the speakers at the University of Missouri's Journalism Week in May, some of the proceedings and special events of which were broadcast by KFRU, Columbia, Mo.

KELLY ANTHONY, assistant manager of KFI-KECA, Los Angeles, and son of Earle C. Anthony, owner of the stations, is on his way to England on a combined business and pleasure trip, having sailed May 26 on board the *Queen Mary*.

HERBERT V. AKERBERG, New York CBS vice-president in charge of station relations, was on the West Coast in May to confer with Donald W. Thornburgh, the network's Pacific Coast vice-president in Hollywood, and Philip G. Lasky, general manager of KSFO, San Francisco.

A. H. TOMSETT, since 1930 a salesman with WCPO, Cincinnati, has been appointed acting sales manager. John P. Smith and James H. Knox have been added to the sales staff, and Jack Reiman, of Washington, has been appointed office manager.

KOLIN HAGER, manager of WGY, Schenectady, has been elected vice-president of the Better Business Bureau of the Schenectady Chamber of Commerce. His secretary, Mrs. Caroline Osan, was recently elected president of the Schenectady Business and Professional Women's Club.

EDWARD McCALLUM, for seven years general manager of KYA, San Francisco, has been appointed advertising counselor of KMTR, Hollywood.

BERT VAN CLEVE, recently of Salt Lake City, has been added to the sales staff of KJBS, San Francisco.

E. P. FRANKLIN, former program director at KJBS, San Francisco, has been placed in charge of general operations of the same station.

DAVID SYME, managing director of 3HA, Hamilton, and 3TR, Sale, Australia, after spending several days in Hollywood, on April 27 left on a motor tour of the United States, and will sail from New York June 2 for London. He is in this country contacting transcription concerns and gathering new production ideas.

ED SIMS, commercial manager of WMFJ, Daytona Beach, Fla., is the father of a 10-pound baby girl born May 9.

MRS. H. A. LAFOUNT, wife of the former Radio Commissioner, sailed in May on the *Ile de France* for a tour of England and the Continent during which she will visit her daughter, Mrs. Karl M. Richards, U. S. Treasury representative attached to the American embassy in Paris.

W. I. DUMM, president of Associated Broadcasters Inc., owners of KSFO, San Francisco, and Mrs. Dumm, left May 18 on the *Kamaka Maru* for a two-months' cruise to the Orient. During Mr. Dumms' absense, Phil Lasky, KSFO station manager, takes over his duties.

H. LESLIE ATLASS, CBS vice-president in Chicago, has been appointed a member of the executive committee of the Chicago Charter Jubilee Horse Show.

SAMUEL WOODWORTH, manager of WFBL, Syracuse, suffered a severe back injury recently when he was struck by a hit-run driver.

JACK P. MORISON,, commercial manager of WOPI, Bristol, Tenn., on June 1 resumes his duties following a six-month tour in the Army.

FREDERIC A. WILLIS, assistant to President Paley of CBS, sailed May 26 for a tour of the Scandinavian countries. He will return to New York about the end of June.

RAYMOND L. HUGHES, founder of KRLH, Midland, Tex., has returned to that station as general manager after an absence of six months, during which time he had been in the commercial and announcing departments of KXYZ, Houston. Complete reorganization of the operating staff and policies of the station have been effected with Mr. Hughes' return. Thomas K. Betzel, formerly with KXYZ, has joined the commercial department.

J. HOWARD WORRALL, vice-president and business manager of Honolulu Broadcasting Co., which owns and operates KGMB, Honolulu and KHBC, Hilo, arrived in Los Angeles May 20 on a 30-day mainland business trip. Accompanied by Fred J. Hart, president, and L. D. West, manager of the mainland office in San Francisco, he will inspect various Pacific Coast stations.

AL RAUER, new salesman at WTMV, East St. Louis, was taken to a hospital three days after he joined the station for a brain operation due to an auto accident some years ago.

GEORGE C. PRATT, west coast vice-president of Electrical Research Products Inc., Hollywood, accompanied by Mrs. Pratt, will sail on the *Berengaria* June 2 for England on a combined business and pleasure trip. They will be gone several months.

MARYBELLE ANTHONY, former head of the FCC Docket Section and more recently in the Accounting Department, resigned May 21, effective June 1, to join the income tax law firm of Claude I. Parker, Investment Bldg., Washington.

EARLE J. GLUCK, manager of WSOC, Charlotte, N. C., has been named a member of the new Naval Reserve Policy Board.

LEONARD KAPNER, manager of WCAE, Pittsburgh, is on a three-weeks trip to the West Coast.

EARLE C. ANTHONY, owner of KFI-KECA, Los Angeles, has returned to his desk after several weeks in Honolulu.

FRANK BOWES, NBC salesman for WBZ-WBZA, Boston-Springfield, and Miss Dorothy Healy, Chicago newspaperwoman, were married in New York in May.

JOE BRYANT, salesman with KGCM, Albuquerque, N. M., has resigned from that station to free lance, according to Mike Hollander, manager.

GENE O'FALLON, manager of KFEL, Denver, has been named radio committee chairman for the Elks 73d national convention to meet July 11 in Denver.

CLIFFORD H. GLICK, for 15 years engaged in selling advertising, the last eight with NBC's national sales staff, has joined the New York sales force of MBS.

JOHN F. PATT, manager of WGAR, Cleveland, sailed the last week in May for a vacation in Bermuda.

EDWARD BUCKALEW has been added to the CBS Hollywood sales promotion department.

DONALD FLAMM, president of WMCA, New York, is taking a Bermuda cruise with Harry Hershfield, columnist and radio commentator.

WILLIAM FINLEY, formerly an account executive of KEHE, Los Angeles has joined KMTR, Hollywood, in a similar capacity. R. L. Gunter, after an absence of several months, has rejoined the station's sales department.

MENO SCHOENBACH, secretary to Congressman Phil Ferguson, Democrat, of Woodward, Okla., has applied to the FCC for authority to erect a new 100-watt station in that community on 1500 kc.

## BEHIND THE MICROPHONE

DOUGLAS EVANS, for the last five years on the announcing staff of KFI-KECA, Los Angeles, has been promoted to chief announcer, succeeding Tom Hanlon who resigned to join the CBS Hollywood announcing and production department. George Gates, formerly associated with WCAU, Philadelphia, has been added to the KFI-KECA staff as announcer, filling the vacancy created by the resignation of Larry Chatterton who also has gone over to CBS, in a similar capacity.

CLAUDE TAYLOR, formerly of WGH, Newport News, Va., has been appointed production manager of the new WRTD, Richmond, which will be opened June 27 under the management of Ovelton Maxey, formerly of WCHV, Charlottesville, Va. and WTBO, Cumberland, Md. Sam Lander, of Washington, and Ernest Bowman, of WTAR, have been selected as announcers.

HARVEY HARDING, formerly an announcer of WLW, Cincinnati, has joined the CBS Hollywood staff in a similar capacity. Donald Currlin has also been added to the announcing staff, having been transferred from KSFO, the CBS San Francisco outlet.

RONALD (Dutch) REGAN, formerly sports announcer of WHO, Des Moines, who turned actor under contract to Warner Bros. First National Pictures, Hollywood, has been assigned the lead in *Sergeant Murphy*, production of which starts shortly.

BILL FULLER, announcer and producer, of KJBS, San Francisco, has resigned to free lance.

WALLACE FORD, announcer formerly with WLEU, Erie, Pa., has been engaged to fill the vacancy at KYA, San Francisco, caused by the resignation of Tom Jones.

HARRIET STEVENSON, of the KSFO, San Francisco, program department, was married April 21 to Arthur Scott of the same city.

VAL SHERMAN is taking leave of absence for the summer from his night managership at WBBM, Chicago, to assist Pat Flanagan in sports announcing.

JOHN McCORMACK has joined the announcing staff of WBBM, Chicago, after having been employed in a similar capacity at WGN.

FRED DICK, head of the NBC Hollywood mimeograph department was married to Fredarika von Hartz of that city, in Yuma, Ariz., on May 15.

MURRELL WRIGHT, from Rochester, N. Y., and Douglas Arthur, formerly with WTNJ, Trenton, N. J., have been added to the announcing staff on WNEW, New York.

BILL McGRATH, production manager at WNEW, New York, now produces a daily show of his own, *The Listener's Scrapbook*.

JOHN ADEMY, announcer of WCAO, Baltimore, is now handling the *Home* program sponsored by the local ice association, and is the voice of *Varieties*, a daily afternoon program for housewives.

WILLIAM F. MITTEN, former New England newspaperman, is now on the staff of WCAM, Camden, N. J., handling Transradio Press for 19 sponsored newscasts weekly. Baker-Flick Co., department store, is sponsor.

LORETTA CORENSON has been appointed publicity director of KMTR, Hollywood, succeeding Dolores Ehlers who has been transferred to the sales department.

GILBERT RALSTON, of NBC's guide staff in New York, has been promoted to a position in the transcription department.

## Coronation Guest

I couldn't be in England—
But, yes, I must have been,
For I was in the midst of
Each episode and scene.

I couldn't get to London—
But still, I guess I did:
I saw the ceremonies—
You should have been there, kid!

I couldn't get to Whitehall—
My error—I was there:
I climbed into the gold coach
Beside the royal pair.

I climbed right in with George and
I sat beside the lad;
I rode the eight white horses,
And what a time I had!

I saw the jewels glitter—
I felt of all the lace—
I romped about the abbey
And seemed to own the place.

I stood by Canterbury,
And moved among the peers;
And when I left the abbey
You should have heard the cheers!

I saw him put the crown on
Good George's head so fine,
And for a fleeting moment
I thought the head was mine!

I climbed into the choir
And played the organ big;
I chatted with a lord and
He let me wear his wig.

The orchestra of sixty—
I stood there with a smile,
And then I rapped quite sharply
And led it for a while.

I rode with General Pershing,
And wore ten yards of braid;
Gerard and Rodman knew me—
And what a fuss they made!

The peeresses . . . I saw them!
Rode with them in a hack;
I even met a duchess—
And slapped her on the back!

Lloyd George threw me a greeting,
And so did Margaret Rose,
I walked with Lady Paget
And tweaked a bishop's nose.

I chatted with a princess,
And with the Agha Khan;
I walked with seven sultans—
And called the rajah "John"!

I roamed the Thames supremely,
And leaped from yacht to yacht;
I rode with Stanley Baldwin—
Don't tell me I did not!

I wore a million rubies
And fifty velvet pants;
My hat was full of feathers—
I went to every dance.

In Buckingham I frollicked—
I revelled in the show,
For I got up at sunrise
*AND HAD A RADIO!*

H. I. Phillips in *"The Sun Dial"*, May 13, 1937

ROSWELL ROGERS, CBS Hollywood continuity writer, was married to Doris Andrews of Glendora, Cal., in that city May 14. Ceremony was performed by Rev. Henry Scott Rubel, who is known as Hal Raynor, "Prexy" of the CBS *Insomnia Club*, continuity of which is written by Rogers.

C. A. SIEPMAN, director of program planning, British Broadcasting Corp., London, was in Hollywood in May making a survey of educational programs. He is working in conjunction with the Rockefeller Foundation.

SAM SIEGEL, in the KNX, Hollywood, news bureau, and Jack Carter, announcer, have severed their connections with the station.

MAYFIELD KAYLOR, program director of KEHE, Los Angeles, has returned to his desk after a three-week illness.

HAL SIMS, formerly chief announcer and production manager of KMTR, is handling remotes for that station and KEHE, Los Angeles, from Lucca's restaurant in the latter city.

KEN STUART, formerly on the announcing staff of KFRC, San Francisco, has joined KEHE, Los Angeles. Along with his duties he is master-of-ceremonies of *Listen Ladies*, 60-minute, five-weekly California Radio System program, which originates from the latter station.

MEL ROACH has resigned as special events announcer and director of KEHE, Los Angeles.

FRANK B. GOSS, who has been doing relief work, has been appointed full time announcer and publicity director of KFOX, Long Beach, Cal. Walter Windsor, new to radio, has been added as script writer-announcer.

HERBERT MASS, who started as an usher at KNX, Hollywood, and was promoted to mail distributor and handy man, has been made an announcer under name of Kenneth Craig.

LONDON'S COLONIAL VISITORS

Sydney (Australia) Bulletin

*"'Struth, Dad, if they ain't got the same chimes as our radio at home!"*

GUY WALLACE and CARL MARK, both of New York, have joined the announcing staff of WHK-WJAY, Cleveland. Charles Lutz and Bernard Sweeney were transferred to WHKC, Columbus. Mendel Jones has been named program director of WHK-WJAY, as of June 15 when Mary O'Kelley leaves to marry Dr. Arthur B. Peacock, of Columbus. Bev Dean will become continuity head but continues temporarily as publicity chief.

HECTOR CHEVIGNY, CBS Pacific Coast continuity editor, Hollywood, has completed a series of 13 Hollywood Sonnets which were read by Thomas Freebairn-Smith, during his *Leaves in the Wind* program over that network May 25.

JACK JOY, at one time production manager and musical director of KFWB, Hollywood, has been appointed program director of KHJ, Los Angeles.

DARLY McALLISTER, program director of WKY, Oklahoma City, has been named traffic director. Allen Clark has been production manager, with Hal Scher as assistant. Perry Ward has been named chief announcer, Edward Koontz, formerly of Tulsa, has joined the WKY announcing staff. Evelyn Huff is now daytime receptionist. Myron Snapp, page, is recovering from an operation.

LEE WYNNE, new to radio, has joined the announcing staff of KGER, Long Beach, Cal.

PETER MacARTHUR, producer of the *Iowa Barn Dance Frolic*, WHO program featuring American folk music, was operated on May 21 for a foot infection.

GEORGE SUTHERLAND and John F. McGuire have been added to the Chicago staff of VanCronkhite Associates, Chicago, to handle news and sport continuity, respectively. Sutherland was with WBBM, Chicago as sports commentator while McGuire was a former Associated Press man in Chicago.

GERALD HARRISON, public relations head of Yankee and Colonial networks, Boston, is the father of a baby girl born May 15.

LEWIS TEEGARDEN, chief announcer of KEHE, Los Angeles, the end of this month receives his diploma from the law department of the Southwestern University that city.

JOE PIERSON and Francis Hill have joined the announcing staff of KTAT, Fort Worth. Pierson came from WHAS, Louisville, where he started in 1930. In 1933-34 he was connected with the Iowa Broadcasting Network and in 1934-35 was chief announcer of WQAM, Miami.

HOWARD PETERSON, promotion manager of WOW, Omaha, left May 22 for a vacation in Los Angeles and San Francisco, where he will visit Walter Cassel who was formerly a member of the staff of WOW, and is now with Warner Brothers Studio.

CLINTON PRICE, formerly of KLO, Ogden, Utah has replaced Dave Simmons, resigned, at KDYL, Salt Lake City.

R. B. McALISTER, former program director of KRLH, Midland, Tex., has joined the announcing staff of KFYO, Lubbock, Tex. Ollie Cook, program director of KFYO, and Bruce Collier, continuity editor, have concluded a series of lectures on radio advertising before the speech and journalism departments at Lubbock High School.

BETTY DUGAN, who for several years has been conducting the *Juvenile Roundup* on WWSW, Pittsburgh, and her husband, Buddy Biller, crooner, are parents of a baby boy born May 20.

FRANK MANOF, formerly with KROW, San Francisco, is a new addition to the staff of KLS, Oakland. He will act in the dual capacity of announcer and technician.

ROBERT STRUBLE, KSFO public affairs announcer, is back in San Francisco after having spent several weeks in Sacramento covering the State Legislature in a series of four-weekly radio talks about legislative matters.

HENRY BLANK, continuity head of WFBR, Baltimore, is taking a 7,500 mile motor vacation to California and will spend his holiday getting program ideas at stations along the route.

CEDRIC ERICKSON has joined the announcing staff of WROK, Rockford, Ill. He was previously with WHBF, Rock Island, Ill., and WSBT, South Bend, Ind.

RANCE VALENTINE has joined the announcing staff of WTAM, Cleveland. He had previously been employed by New York and West Coast stations.

DOTTIE LEADER, of WJR, Detroit, is the mother of a baby boy born May 15. She is Mrs. Dottie Marohn in private life.

GRAEME FLETCHER is now program director of WIS, Columbia, S. C.

CLAUDE KIRCHNER, formerly of WRR, Dallas, and WROK, Rockford, Ill., and Dwight Williams, formerly of WKBZ, Michigan, and WJJD, Chicago, have joined the announcing staff of WTMJ, Milwaukee. Bob Heiss, with WTMJ three years, has been named chief announcer following resignation of John Olson.

KEN BURTON is producing the *Singin' Sam* shows for Coca Cola Co., placed through D'Arcy Adv. Co., St. Louis, and not Kenyon Linn, as erroneously reported in this column in the May 1 BROADCASTING.

EVERETT MITCHELL, veteran announcer of the NBC Blue *National Farm & Home Hour*, will make another trek to a national park on his vacation this summer, starting June 14. This year it will be Yosemite National Park.

CORWIN RIDDELL has rejoined the announcing staff of WOAI, San Antonio.

ROBYN WEAVER, announcer of WDZ, Tuscola, Ill., has been made chief of the continuity department. Jim Day has been appointed farm director.

BILL BALDWIN, staff announcer of WOW, Omaha, since June 1936, on May 22 joined WGN, Chicago.

EARL LORD, church singer, has joined the announcing staff of WMAZ, Macon, Ga.

FOX LIGHTFOOT, formerly with WAPI, Birmingham, and WRBL, Columbus, Ga., has joined WJBY, Gadsden, Ala., as program director and announcer.

MRS. FERN McCHESNEY MCNEIL has returned to the NBC San Francisco staff as assistant to David McKay, in charge of sales promotion. Mrs. McNeil, formerly attached to the sales traffic office, is replacing Adele Hoover, who resigned to free lance in advertising.

VAN FLEMING, NBC San Francisco producer who has been writing and directing the Signal Oil *Carefree Carnival*, in addition to numerous other shows, is taking a trip by tramp steamer necessitated by a nervous breakdown suffered two weeks ago.

JAY SIMS, on the announcing staff of KFWB, Hollywood, for the last year, has resigned to enter radio in New York.

MATTY KEMP, formerly production manager of KMTR, Hollywood, is producing the Monday evening *Amateur Authors* series on KFWB, that city. Series consists of dramatic works of unknown authors, cast with professional talent.

BILL SCHWARTZ is now in complete charge of the KFWB, Hollywood, publicity department. Harry Mills, formerly in that department recently resigned to free lance.

S. HUROK, impresario, whose concert attractions are booked through the NBC Artist Service, sailed on the *Normandie*, May 19 for Europe, to be gone the entire summer on his annual search for new talent. The trip will include visits to practically all countries on the continent, in addition to a four-week stay in Russia during the height of the summer concert and ballet season.

RALPH NELSON, chief announcer at KDB, Santa Barbara, has left for Chicago to free lance.

RICHARD ROLL, formerly of WALR, Zanesville, O., has been added to the announcing staff of WHIO, Dayton.

ROGER KRUPF, former manager and announcer at the government station in Schofield Barracks, Hawaii, has joined the announcing staff of WBBM, Chicago. Krupp succeeds John Weigal, who resigned to devote his full time to free lance work.

JOHN THOMSON has been appointed assistant to Kenneth Fry, special events director at NBC-Chicago. Thomson, who recently graduated from the journalism class at Northwestern University, has been a newspaperman at Fort Dodge, La.

BOOTS AND ALL — Myron Fox, announcer of KDYL, interviewed fishermen over a KDYL-NBC Red Network May 15, broadcasting directly from Main St. ditches where thousands fished for trout during Salt Lake City's annual celebration that marks the opening of fishing season.

## WOSU Will Observe 15th Anniversary on Air

WOSU, Ohio State, University station at Columbus, will celebrate its 15th anniversary June 3. In 1922 the campus radio outlet started with the call letters WEAO, but a "wireless station" had been in existence on the campus for a decade previously. In 1913 the University radio station was called upon in the flood emergency. It continued to render service constantly up until the time of its growth into a broadcasting station. Market reports were sent out regularly, its facilities were used during the World War, and football games were even described play-by-play.

University activities are pictured through remote broadcast connections established in practically all campus buildings. Music, dramatics, sports, broadcasts of classroom lectures, interviews and demonstrations staged in campus laboratories and offices all form a part of this comprehensive program. The schedule averages 34 hours a week.


WXYZ
DETROIT
PRESENTS
Fran Striker

Chief of script-writing department of WXYZ's dramatic production staff. Striker's uncanny skill in packing the gamut of emotions into dramatic theme is excellently interpreted by WXYZ's production department.

Among the forty odd commercial shows produced every week by WXYZ's show builders are, "The Lone Ranger" three half hours weekly on W-O-R New York—Michigan Radio Network — W-S-P-D Toledo — W-G-N Chicago—Don Lee Group California; and "The Green Hornet" destined to equal greatness.

WXYZ

NEW DRAMATIC SHOW COMING

At this time WXYZ submits advance notice to advertising agencies and advertisers regarding another new dramatic show now being *groomed* for sponsorship.

It's a big show—designed to meet requirements of an organization seeking consumer acceptance and dealer representation, or strengthening the same in the big rich Michigan Markets: capably covered by WXYZ and the Michigan Radio Network.

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit
Eastern Office: 550 Chanin Building New York, New York
Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago
Western Office: Russ Building San Francisco, Cal.



WWNC
ASHEVILLE, N. C.
*Full Time NBC Affiliate*
*1,000 Watts*
ADVERTISERS
Big Opportunity!

Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC — the area's ONLY radio station.

# PURELY PROGRAMS

### It's Done With Letters

AN ENTIRELY new form of radio script-show has been introduced by WTMJ, Milwaukee, in the unique presentation of the *Letters of the Cartwright Family*. Heard three times weekly, the show deals with the family life of the Cartwrights, but contrary to the prescribed form in radio dramas, the action is conveyed to the listener through the letters which the four members of the family address to each other. When a letter is received, the voice of the writer speaks the thoughts contained in the written message. Literally, the written thoughts are given life and voice.

* * *

### Service to Oil King

WGAR, Cleveland, broadcast a memorial service to John D. Rockefeller on May 26, the oil king having spent many years in Cleveland. Participating in the half-hour program were Dr. J. R. Sharpe, president of the Cleveland Baptist Assn., and Dr. Charles F. Thwing, president emeritus of Western Reserve University. Favorite hymns of Mr. Rockefeller were sung by the choir of Euclid Ave. Baptist church where he was Sunday school superintendent at one time.

* * *

### Flowers and Anniversary

WFBR, Baltimore, covered the annual flower festival of the Women's Civic League in mid-May. Here is Henry Hickman interviewing a member of the League, using pack

transmitter. They are at the WFBR booth. Auditions were sold to the crowd, and a prize awarded. On June 5 WFBR will celebrate its 15th anniversary with a recreation of historic broadcasts. The station was first to broadcast the voice of a President, the occasion being a speech by President Harding at Fort McHenry, which also was the first remote pickup by a station, according to AT&T records.

* * *

### Credit for Credit

IN CONNECTION with the paragraph published in this department, May 15 issue, titled *Everybody Likes "Credit"*, information has been received by BROADCASTING that Associated Broadcasting Co. of Toronto, Canada, has this game copyrighted in the United States and in Canada. Stations or agencies adopting this idea should check with Associated Broadcasting Co. for clearance. The United States copyright number, according to Associated, is 22652.

* * *

### Watching the Builders

FROM its transmitter site, KSFO, San Francisco, is broadcasting a series based on construction of the new plant. Newspaper figures in the city interview persons connected with the project, describing various phases of the construction.

### Youngsters Take The Mike

AN OPPORTUNITY for youngsters between the ages of 5 and 15 to become radio announcers is being offered by the Good Humor Ice Cream Co., Baltimore and Washington, on WBAL, Baltimore. The program, heard Friday evenings, is titled *Junior Varieties*. Youngsters write to the station and are accepted in sequence. Five or six participate in each broadcast. Their duties are to open the program, introduce musical selections, read commercials and, in general, control the entire program. An ultimate "best announcer" will be chosen to handle an entire program by himself.

* * *

### Tips on Recreation

NEW YORK State has gone on the air via WGY, Schenectady, to publicize points of interest in the State for summer automobile tourists. In six quarter-hour broadcasts, the first May 26, historical dramatic sketches are produced by the WGY Players under the direction of Radcliffe Hall. The first was *The Battle of Oriskany*. Others will be *The Battle of Saratoga, Seige of Fort Niagara*, and *General Sullivan's Campaign in the Susquehanna Valley*. Players will include Patricia Sheldon, Betty Schurig, Frank Oliver, Maurice Randall and Ralph Cohen, all veteran WGY players.

* * *

### Trump that Ace!

ADVICE from bridge experts is given on WMCA, New York, during a series of programs conducted by the Four Aces, David Burnstine, Oswald Jacoby, Howard Schenken and Merwin Maier, recent winners of the U. S. Bridge Association tournament. Card players who want advice come to the studio, question the experts extemporaneously and the problems are thrashed out then and there.

* * *

### The Other Man's Job

*IN THE Other Fellow's Shoes* is the title of a new program on WAAF, Chicago. Jack Odell directs the show which brings to the mike people in various walks of life. A taxicab driver who told of his many experiences as a driver and the policeman who was awarded the Carter H. Harrison medal for bravery are two of the characters who have already appeared on the program.

* * *

### Dan's Arrows

NEW twist in interview broadcasts is that of WWJ, Detroit, which invades the realm of Dan Cupid. The broadcast is from the County Clerk's Marriage License Office in Detroit. The interviews often reveal some unusual matches. Leslie Marcus is the WWJ interviewer of prospective brides and bride-grooms.

* * *

### Luring Male Listeners

NEWS for men is broadcast in the nightly *Your Truly* series of WCPO, Cincinnati. Sports and sartorial items are featured, along with guest speakers. Sponsor is Truly Warner, haberdashery.

### The Little Radio Schoolhouse

KPQ, Wenatchee, Wash., and the faculty and student body of the Wenatchee high school cooperated in programs conducted entirely by the students who act as announcers and technicians. The faculty supervises and participates in the series, heard three times weekly. Some programs are devoted entirely to entertainment; some define the extent and character of one or another department; still others are devoted to varied activities at the school. A special radio studio has been prepared and permanent equipment has been installed. The general result of the series of programs, which will continue through this and successive school years, has been to stimulate general interest in school activities and endeavors; to give parents and others a more specific knowledge of school affairs; and to develop greater interest among students in dramatics and allied phases.

* * *

### A Message of Cheer

*GOOD NEWS* is the descriptive title of a quarter-hour Thursday program now heard over the Don Lee network from KGB, San Diego, at 2 p. m. With Dr. Frank Lowe, pastor of San Diego's Central Christian Church as newscaster, the program concentrates on cheerful and informative news, barring mention of crime, accidents or other depressives. New and different, the idea has won approval of both civic officials and organizations.

* * *

### Peeks at Society Row

ON WACO, Waco Tex., *Bowen's Society Reporter*, Monday through Friday morning from 10 to 10:15, sponsored by Bowen Drug Stores, a Texas chain, has proved an unusually successful innovation. Miss Kate Edmond, a member of Waco's 400, handles the program, which is done in the regular society column style, with the commercials preceding and following read by a staff announcer. After an initial contract of six months the sponsor has renewed for a year.

* * *

### Selling Autos Via Autos

WMAZ, Macon, Ga., placed its mobile unit, WAEB, into operation May 12 with a successful broadcast from a moving automobile as the first of 13 for a local car dealer. Mobile unit was constructed for emergency work, but the sales department seized on the moving car idea and sold it, with a result that each Wednesday WAEB cruises behind a new Terraplane while "Red" Cross does a *Man on the Street in an Automobile* from its front seat. Prominent people are picked up for a ride and interview in the Touring Terraplane.

* * *

### Hot From the Hog Lot

WDZ, Tuscola, Ill., heavy user of remotes, recently staged a month-long series of thrice-weekly "hog lot" broadcasts using the 5:30 a. m. period. Pickups originated as far as 80 miles from the studios. Studio interviews with prominent feeders supplemented the remotes. Wayne Feed Co. was sponsor.

### Visualizing Television

AS A FORERUNNER of what may be expected when television comes and indicating that networks are quietly stepping up production in preparation for the new science, CBS started May 19 a series of weekly sustaining mystery dramatic shows from Hollywood for Pacific Coast release. Initial presentation title *Take the Witness*, an original was staged with new flexible microphone setups, permitting free movement of players who were in costume. No scripts were used. All members of the cast are theatre experienced. Broadcasts are heard Wednesdays, 10-10:30 p. m. (PST).

Preparations and experimental research had been quietly under way for several weeks for the programs, which originate from the CBS Music Box Theatre on Hollywood Blvd., under the direction of Charles Vanda, the network's West Coast production manager. William Lawrence, on the CBS production staff for six years, assists Vanda. Ashmead Scott is script writer. Broadcasts have a contest angle with CBS offering a weekly prize for the best solution.

* * *

### After the Diploma

HELP for the high school senior as he prepares for his June entrance into the world is sought in a new twice-a-week program series on KSTP, St. Paul. Purpose of the series, which is realistic in nature, and no Pollyanna outlet to tell how swell every profession is, is to aid the student in selecting a vocation, either for immediate entry into it or as a course of study should he be heading for a university. During each program a prominent leader in a certain professional field in the Twin Cities is brought before the microphones of KSTP, as will three students who are planning to enter that profession.

* * *

### From Monkey Manor

KLZ, Denver, has organized a KLZoo Club, with remotes from the city park zoo every Saturday morning. Mathew McEniry, KLZ announcer, interviews Clyde Hill, Park Supt. regarding the animals. Broadcasts originate from the monkey house, the monkey island—

where the monkeys run loose, the bear pits where the bears run loose among the rocks, woods and streams, the eagle cages, etc. The animals have been very accommodating with growls, barks and roars when the "mike" was close enough for a pickup. Some 500 youngsters follow the KLZ "mike" around the park. Park officials estimate the broadcasts have increased park attendance throughout the week by 200%.

* * *

### For the Literary-Minded

WCPO, Cincinnati, has a five-minute book review program *The Reader's Guide Post* twice weekly, with Alice Plaut giving short reviews of current volumes.

### Where Crime Begins

BILLED as "anti-crime dramas", a cast of KYA San Francisco players is heard in a new series of dramatizations intended to show that criminal careers often begin after the criminal's conviction. The true story foundation for the program is drawn from the experiences of Dr. L. L. Stanley, resident physician of the San Quentin prison since 1913, and nationally known writer on the medical aspects of crime. Dr. Stanley acts as narrator on the program, which attempts to go behind the actual crime itsel and investigate the psychological and environmental factors which caused it. The program is heard weekly over the California Radio System Orange Network.

* * *

### Drawing the Rural Listener

AS A MEANS of building farm listeners for KSFO, San Francisco the program department has inaugurated a new feature called *The Farm Reporter*, heard daily except Sunday at 7:30 a. m., under the direction of Ira L. Smith, KSFO agricultural director. Aside from information about markets, quotations, and other pertinent farm data, the broadcast carries news from various Northern California Farm Bureaus. A feature of the promotion behind the program was the sending out on May 7 of some 300 mimeographed letters and numerous special letters to Farm Bureau officers in the northern part of the state, requesting the appointment of "air correspondents" to forward news and information for the broadcast.

EARLY DEBUT — Right into the maternity ward of the Greenville, S. C., hospital goes Bill Bivens every Monday morning to interview the latest arrival for WFBC, Greenville. The program, titled *His Majesty the Baby*, is sponsored by Eckerd's Drugs. Hubert Brown handles the remote equipment. Bivens is mounted behind a sterile mask before hospital authorities let him in the baby dormitory.

### Airing From an Airport

WITH the title *Know Your Airport*, KWK, St. Louis, has started a series direct from Lambert Airport, some 20 miles from downtown St. Louis. Microphone pickup points are located at various points of interest at the Municipal Airport, the base of all airline traffic through the city. Announcer Tom Daily and John Neblett handled the first broadcast, Daily in the control tower, and Neblett at the landing dock. The series which will continue for several months—touring the airport, broadcasting a fly-by-fly description of the St. Louis air races, and meeting celebrities flying through St. Louis by air lines.

### What Parents Should Know

KLZ, Denver, has started a new series of educational programs titled *Parent's Forum*. Problems of child rearing will be discussed. Mark Hansen, narrator, presents questions and their answers from *Parent's Magazine*. Questions sent in by listeners will be forwarded to *Parent's Magazine* and will be answered and discussed on subsequent broadcasts.

The *KLZ Early Risers Club*, with calisthenics over the air, is trying a new idea. This 6:45-7 a. m. program has been running for two years. It was decided to invite early morning exercisers to join them in the studio. Twenty-five actually showed up next day.

* * *

### Wielders of the Hoe

KGER, Long Beach, Cal., in conjunction with the adult education classes of the public school system of that city, is conducting a twice-weekly half-hour practical course in home gardening. Major Harry L. Bateson, internationally known horticulturist, is commentator, and in layman's language gives interesting information on when and what to plant, both flowers and vegetables.

* * *

### How to Be Happy Though. . .

MARITAL problems are aired on WFBM, Indianapolis, by Kirk Furniture Co., that city, in *Dan Cupid's Town Hall*, with pros and cons of selected controversies discussed by guest debaters, supplemented by a roving microphone, taken through the audience by Jack Harding, local advertising executive. The hours 11:30-12 noon on Sundays.

### Spelling Bee

NEW slant on the old-fashioned spelling bee was given on WHDL, Olean, N. Y., recently when, at a regular luncheon of the Kiwanis Club, two Catholic priests, a rabbi, Baptist, Methodist and Episcopal ministers were lined up against local professional men. So much fun resulted from one priest's failure to spell "Presbyterian" that the spelling bee was broadcast 15 minutes beyond the time scheduled.

---

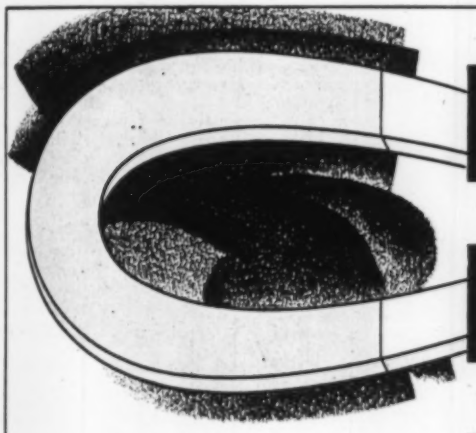
THE Philadelphia branch of Sears, Roebuck is trying out foreign-language broadcasting over WDAS, taking a daily 15-minute period featuring Nathan Fleisher, former editor of the *Jewish World*, talking in Yiddish on the day's events. If successful, the sponsor may try other languages.


POWER
TO SELL!
Your Prospects Are Friends of WSOC

WSOC is known as a friendly station. Our honest effort to serve our listeners has gained their respect and confidence. A trial will convince you, too, that WSOC has the POWER to move merchandise in volume.

WSOC Charlotte, N. C. an NBC Affiliate





PULLING POWER . . .

In the St. Louis area KWK is the station with the pulling power to bring in those EXTRA sales returns. Like a giant magnet KWK attracts orders in quantities you never thought possible. Investigate what KWK can do for you, too—a phone call or letter will bring a representative immediately.

KWK

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS
REPRESENTATIVE-PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

Tested
TRANSCRIPTIONS FOR THESE 8 TRADES

BAKERIES
LAUNDRIES
JEWELERS
USED CAR DEALERS
LOAN COMPANIES
OPTOMETRISTS
CREDIT CLOTHIERS
DRY CLEANERS

**26, Half-Minute Skits for Only $26**

Why bother with the usual, listless straight announcements? Here are eight series of ½ minute action and drama announcements used successfully by hundreds in these industries. Each one requires only one minute of radio station time. The first 30 seconds are devoted to a lively transcribed dramatic situation. The second half-minute is for your own commercial made by the station announcer. These transcriptions have produced amazing results for hundreds of users. They can do the same for you.

Radio Programs Division
*Walter Biddick Company*
568 Chamber of Commerce
Los Angeles, California

SEND FOR SAMPLE RECORD

GENTLEMEN: B

Send me presentation records of the following for which I will deposit $1.50 each:

_____BAKERY SKITS
_____USED CAR SKITS
_____LOAN SKITS
_____LAUNDRY SKITS
_____OPTOMETRIST SKITS
_____CREDIT CLOTHING "
_____DRY CLEANERS "
_____CREDIT JEWELERS "

It is understood any deposit paid will be refunded upon return of records prepaid within 30 days.

*NAME* _____
*ADDRESS* _____
*CITY* _____
*STATE* _____


# TIME FOR SPACE— AN EXCHANGE

## WROK Has Arrangement With Group of Seven Weekly Newspapers to Publicize Station

A NOVEL arrangement has been developed by WROK, Rockford, Ill., and a group of seven weekly newspapers operated by the Associated Publishers of Durand, Ill. To publicize WROK throughout its Northern Illinois and Southern Wisconsin area, officials of the station worked out an agreement with the youthful heads of the newspaper group whereby, in return for a half-hour broadcast period, the papers were to publish publicity and advertisements of the station.

Titled *Howdy Folks*, the program carries out the neighborly theme of weekly papers and features a mystery quartet and "Doc", a master of ceremonies who is Edward Baker of the newspaper group. Each Sunday afternoon an air tour is taken to one of the seven communities in the publishing group and musical talent from the community is presented. The mayor, village president or outstanding citizen of the community is present to discuss briefly the historical and civic background of the town or village.

### Time For Space

Commercials direct attention to the newspapers' circulation contests and features, driving home the importance of a weekly paper in rural community life.

WROK turned over the half-hour period to the newspapers and the programs are prepared, talent recruited, and the broadcasts presented under the direction of Baker and the firm partners.

WROK, in return, without stipulating any definite size, asked that the newspapers run advertisements for the station. Each of the seven papers has been running a 25-inch ad weekly, duplicating display space taken by the station in its affiliated daily newspapers, the *Rockford Morning Star* and the *Rockford Register-Republic*.

The exchange was started by WROK as an experiment to determine a basis for possible cooperation with more than 50 daily and weekly papers in the area it covers.

Associated Publishers, a three-year-old company was organized by Horace C. Baker and John R. Van Sickle, graduates of the University of Illinois. Papers in their group include the *Durand Gazette, Bryon Tribune, DeKalb County Journal*, of Kirkland, *Davis Leader, Leaf River Register, Stillman Valley News* and *Winslow Register*.

Van Sickle was graduated from the University of Illinois in 1931 and during his senior year was associate editor of the *Daily Illini*. He formerly was a city desk man on the old *Rockford Daily Republic*. Baker was graduated from Illinois in 1929. Before joining newspaper group, he was editorial manager of the *Lacon Home Journal* for two years, and was editorial assistant of the *National Printer Journalist* magazine for one year. Robert E. Van Sickle is auditor for the group and Edward S. Baker is in charge of the program. They are brothers of the firm partners.

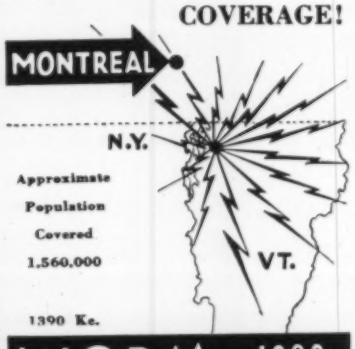
WEEKLIES AND RADIO—These two pairs of brothers have worked out an arrangement with WROK, Rockford, whereby the seven weekly papers in their Associated Publishers group are given radio time in return for advertising and publicity in their papers. They are, left to right, Robert E. Van Sickle, auditor; John R. Van Sickle and Horace C. Baker, firm partners; Edward S. Baker, program director.


America's BEST FOREIGN LANGUAGE STATION

WBNX NEW YORK
1000 WATTS DAY AND NIGHT



LOWEST COST COVERAGE!




WQDM 1000 WATTS
St. Albans, Vermont


# Presto to Defend Infringement Suits

## Contests Patent Claims Made By Concern in Los Angeles

CLAIMS of the U. S. Sound Recording Supply Co., Los Angeles, that a patent on the coating of metallic discs is being infringed in the manufacture of instantaneous discs employing the Presto Recording Corp. process, have been contested by the latter corporation in an issue involving KGIR, Butte, Mont.

On May 5, Gail Vandenbraak wrote KGIR that the station, as a user of "coated metallic sound recording blanks", would be interested in knowing that it was the U. S. Sound Recording Supply Co.'s contention that all sound recording blanks of this nature are covered by a patent owned and controlled by the company. The patent was identified as No. 2,008,092. The letter further stated:

"Any coated metallic sound recording blank not carrying 'U. S. Patent No. 2,008,092' has been manufactured and sold without our license and is an infringement of this patent. All manufacturers, sellers, purchasers, or users of these instantaneous sound recording blanks are subject to suits for infringement and incidental relief.

"We wish to emphasize that it is fully our intention to protect ourselves in the premises."

### Presto Makes Reply

After receipt of this letter, E. B. Craney, manager of KGIR, communicated with Presto Recording Corp. and was informed by R. C. Powell on May 14 that the company had been advised by its attorneys that in the manufacture of its instantaneous disc, it was in no way infringing upon the claimed patent. Mr. Powell's letter continued:

Our attorneys are now taking the necessary steps to stop the intimidation on the part of the U. S. Sound Recording Supply Co., with regard to this.

As you no doubt know, the U. S. Patent referred to above, is strictly a process patent and our method of making these discs is entirely different, particularly with regard to the necessity of making a first coating as described in the above referred patent, before the other coatings on which the recording is made are applied to the disc.

Of course, we agree to assume at our own expense the defense of any suit which may be brought against you for infringement of U. S. Letters Patent No. 2,008,092, dated July 16, 1935, based upon the sale or use by you of any Presto Green Seal Discs, purchased by you, from us, and we agree to indemnify and save you harmless from and against any decree or award of profits, damages or costs or other judgment or recovery in any such suit, provided, however, that you shall notify us of any action or proceeding in any court against you based upon any such infringement or claimed infringement, and that you permit us to defend such action or proceeding by counsel of our own selection.

## Darical in the West

MILK MINERALS Co., Chicago (Darical) recently began 100-word spots six times weekly on KFI, Los Angeles, and KGO, San Francisco. Milk Minerals Co. is a subsidiary of Kraft-Phenix Corp., Chicago, with J. Walter Thompson Co. of that city handling advertising for both firms.

• WKY puts a kick in sales that Oklahoma dealers can *feel*. They know that when WKY is in your selling recipe . . . when you mix WKY in your selling campaign in Oklahoma . . . it will pack plenty of wallop where they like to feel it most. So when you talk WKY in Oklahoma, you're talking business. WKY is a sales stimulant they have tasted . . . an argument they can understand. Give yourself and your dealers that rosy feeling by making WKY the chief ingredient in your selling effort in Oklahoma.

# WKY SURE CAN DRIVE 'EM TO *Drinks!*

**WKY** *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY — PUBLISHERS OF THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN

*Representative* E. KATZ SPECIAL ADVERTISING AGENCY

# THE *Business* OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WHN, New York

Lewis-Howe Co., St. Louis (Tums), 20 weekly, *sa* thru H. W. Kastor & Sons Adv. Co., Chicago.
Carter Medicine Co., New York (Liver Pills), 21 weekly *sa*, thru Street & Finney Inc., N. Y.
Gordon & Dilworth Inc., Long Island City (Marmalade), weekly *sp*, thru Topping & Lloyd Inc., N. Y.
C. V. Hill & Co. Inc., New York (commercial refrigerators), 13 *sp*, thru George H. Gibson Co., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 13 *sp*, thru Blackett-Sample-Hummert Inc., N. Y.
Hoffman Beverage Co., Newark (fruit beverages), 12 weekly *sa*, thru BBDO, N. Y.
Madison Personal Loan Inc., N. Y., 6 weekly *sp*, thru Klinger Adv. Corp., N. Y.
Reliance Mfg. Co., Chicago, 13 *t*, thru Mitchell-Faust Adv. Co., Chicago.
Penn Tobacco Co., Greenwich, Conn., 312 *t*, and *sp*, thru Ruthrauff & Ryan Inc., N. Y.

### KECA, Los Angeles

O-M Tablets Co., Pasadena, Cal. (health tablets), 3 weekly *sp*, thru Lou Sterling & Associates, Pasadena.
Almond Products Co., Glendale, Cal., (almon dessert), 4 weekly *t*, thru Charles H. Mayne Co. Los Angeles.
Garden Quarterly, Los Angeles (magazine), weekly *sp*, thru Garles H. Sieck Inc. Ltd., Los Angeles.
Gallen Kamp Shoe Co., San Francisco (shoes), weekly *sa*, thru Long Adv. Service, San Francisco.

### KNX, Hollywood

Chicago Engineering Works, Chicago (correspondence course), weekly *t*, thru James R. Lunke & Associates, Seattle.
Strasska Laboratories Inc., Los Angeles (tooth paste), weekly *sp*, thru Glasser Adv. Agency, Los Angeles.
Boston Food Products Co., Boston, (canned foods), 5 weekly *sp*, thru Ferry-Hanly Co., N. Y.
Allis-Chalmers Mfg. Co., Milwaukee (agricultural machinery), 2 weekly *t*, thru Bert S. Gittins, Milwaukee.

### KHSL, Chico, Cal.

Chevrolet Motor Co., Detroit, *t* series, 126 *sa*, thru Campbell-Ewald Inc., Detroit.
Mountain Copper Co. Ltd., San Francisco (fruit spray), 90 *sa*, thru Kelso Norman Organization, San Francisco.
Graham-Paige Motor Corp., Detroit (Graham cars), 183 *sa*, direct.
Norge Corp., Detroit (electrical appliances), 90 *t*, 90 *sa*, direct.

### KIUL, Garden City, Kan.

Carter Medicine Co., New York (liver pills), 365 *ta*, thru Street & Finney Inc., N. Y.
Chevrolet Motor Co., Detroit, *t* series, thru Campbell-Ewald Co. Inc., Detroit.
Ford Motor Co., Dearborn, Mich., 63 *ta*, thru McCann-Erickson Inc., Chicago.

### WAAB, Boston

Washington Jewelry Co., Boston (retail jewelry), 16 *sp*, thru Continental Adv. Agency, Boston.

### KFI, Los Angeles

Soiloff Mfg. Co., Glendale, Cal. (liquid cleanser), weekly *sp*, thru H. C. Bernsten Adv. Agency, Los Angeles.
Alka-Nox Co. Ltd., Reno, Nev. (Alka-Nox), weekly *sp*, thru R. H. Alber Co., Los Angeles.
Gardner Nursery Co., Osage, Iowa (plants), 3 weekly *sa*, thru Northwest Radio Adv. Co. Inc., Seattle.
O'Keefe & Merritt Co., Los Angeles (ranges & refrigerators), 2 weekly *sa*, thru Richard B. Atchison Adv. Agency, Los Angeles.
Milk Minerals Co., Division of Kraft-Phenix Cheese Corp., Chicago (Darical), 6 weekly *sa*, thru J. Walter Thompson Co., Chicago.
Best Foods, Inc., New York (mayonnaise), 4 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Procter & Gamble Co., Cincinnati (Dash), 15 weekly *sa*, 4 weekly *sp*, thru Pedlar & Ryan Inc., N. Y.

### WWJ, Detroit

Detroit White Lead Works, Detroit (Rogers paints), 36 *ta*, thru Simons-Michelson Co., Detroit.
Goodall Worsted Co., Sanford, Me. (Palm Beach suits), 32 *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Acme White Lead & Color Works, Detroit (paint), 13 *t*, 30 *sa*, thru Henri, Hurst & McDonald Inc., Detroit.

### KMPC, Beverly Hills, Cal.

Rulo Corp. of America, Los Angeles (Rulo automatic injector) 6 weekly *t*, thru Allied Advertising Agencies Inc., Los Angeles.
Dictograph Products Co. Inc., San Francisco (Acousticon), weekly *sp*, direct.

### WCKY, Cincinnati

J. Henry Koenig Co., Cincinnati (Silver Sea coffee), 300 *sa*, direct.
Goodall Worsted Co., Sanford, Me., 40 *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

### WEAN, Providence

Primrose House Inc., New York, (Delv-All Purpose cream), 36 *sp*, thru Erwin Wasey & Co., N. Y.

### WBTM, Danville, Va.

Atlantic Ice & Coal Co., Atlanta (beer), 4 daily *sa*, thru Rawson-Morrill Inc., Atlanta.

### WAAF, Chicago

Purian Mills Inc., Chicago (Py-o-My ready mixed pie crust), 5 weekly *sp*, thru George H. Hartman Co., Chicago.
Illinois Meat Co., Chicago (Broadcast Brand corned beef hash), 5 weekly *sp*, thru George H. Hartman Co., Chicago.
Fidelity Insurance Agency Inc., Chicago (insurance), weekly *sp*, 3 weekly *t*, thru Curtis C. Chapman Co., Chicago.
Bengson Fireproof Warehouse Co., Chicago, 4 weekly *sp*, direct.
Amity Federal Savings & Loan Assn., Chicago, 4 weekly *sp*, direct.

### KDKA, Pittsburgh

Paac Chemical Corp., Greensburg, Pa., 78 *sa*, thru Walker & Downing, Pittsburgh.
Bulova Watch Co., New York, 312 *sa*, thru Biow Co. Inc., N. Y.
American Oil Co., Baltimore, 50 *ta*, thru Joseph Katz Co., Baltimore.
Reymer & Bros., Co., Pittsburgh (Lem'n Blend), 16 *ta*, thru Walker & Downing, Pittsburgh.
International Harvester Co., Chicago, 26 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

### WBT, Charlotte, N. C.

International Harvester Co., Chicago (twine), 9 weekly *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.
Free State Brewery Corp., Baltimore, 3 weekly *sa*, thru Harry J. Patz Co., Baltimore.
American Oil Co., Baltimore, weekly *sa*, thru Joseph Katz Co., Baltimore.
Reliance Mfg. Co., Chicago (shirts), weekly *sp*, 6 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.

### WMCA, New York

Madison Personal Loan Inc., New York, 11 weekly *sp*, thru Klinger Adv. Agency, N. Y.
Wipe-On Enamel Corp., New York (Wipe-On, Enamel-On), 5 weekly *sp*, thru E. M. Freystadt Associates, N. Y.
Association of Pacific Fisheries Inc., San Francisco (canned salmon), 8 *sa*, thru J. Walter Thompson Co., San Francisco.

### WATL, Atlanta

Castleberry's Food Products, Augusta, indefinite *sa*, thru Groves-Keen Inc., Atlanta.

WHY IS IT THAT THE POOR GUY WHO SPENDS HALF A WEEK'S SALARY, TAKING HIS JELLY BEAN OUT TO DINE AND DANCE, GETS MUSIC LIKE THIS MOST OF THE NIGHT?
OOM-FLOOMP-FLOOMP FLOOMP-FLOOMP
WHILE THE GUY PARKED BY A RADIO AT HOME, WHO DOESN'T SPEND A DIME, GETS THE ONLY MUSIC THAT'S FIT TO DANCE TO THE WHOLE EVENING. THEY'LL DO IT EVERY TIME.
THANX TO BEN GRAFF.
COME ON NOW, BOYS! GIVE! WE'RE ON THE AIR!!

Philadelphia Inquirer-Public Ledger

### WBNS, Columbus

Brown & Williamson Tobacco Co., Louisville (Sir Walter Raleigh, Avalon), 4 weekly *sp*, thru BBDO, N. Y.
Cleveland Sandusky Brewing Co., Cleveland (Crystal Rock beer), 6 weekly *sp*, thru Lang, Fisher & Kirk Inc., Cleveland.
Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Procter & Gamble Co., Cincinnati (Crisco), 12 weekly *ta*, thru Compton Adv. Inc., N. Y.
Associated Serum Producers, Kansas City, 3 weekly *sa*, thru Fairall & Co., Des Moines.
Coca Cola Co., Atlanta (beverage), 5 weekly *t*, thru D'Arcy Adv. Co., St. Louis.
Hecker Products Corp., New York (Silver Dust, Gold Dust), weekly *sp*, thru BBDO, N. Y.

### KFWB, Hollywood

Northwestern Yeast Co., Chicago (Yeast Foam tablets), 3 weekly *t*, thru Lord & Thomas, Chicago.
Gaffers & Sattler, Los Angeles (gas range & refrigerator manufacturers), 18 weekly *sp*, direct.
Reliance Manufacturing Co., Chicago (Big Yank shirts), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Dozets Co., Los Angeles (sleeping tablets), 6 weekly *sa*, thru Logan & Stebbins, Los Angeles.
New Departure Mfg. Co., New York (brakes), 6 weekly *sa*, thru Lord & Thomas, N. Y.
Los Angeles Soap Co., Los Angeles (White King Soap), weekly *sp*, thru Barnes-Chase Co., Los Angeles.
Hudson Motor Co. Dealers of Southern California, Los Angeles, (motor cars), weekly *sp*, direct.

### KHBC, Hilo, Hawaii

Brown & Williamson Tobacco Corp., Louisville (Raleigh-Kool cigarettes), 6 weekly *sa*, thru local distributor.
General Motors, Detroit, 3 weekly *t*, thru local distributor.
Lever Bros. Co., Cambridge, Mass. (Spry), 6 weekly *sa*, thru National Export Adv. Agency, New York.
Standard Brands, New York (Fleischmann's Yeast), weekly *sa*, thru local distributor.
Wm. R. Warner Co., New York (Sloan's Liniment), 6 weekly *sa*, thru Holst-MacFarlane agency, Honolulu.
White King Soap Co., Los Angeles, 6 weekly *sa*, thru local distributor.

### KEHE, Los Angeles

McKesson & Robbins Inc., Bridgeport, Conn. (proprietary), 3 weekly *sp*, thru General Adv. Agency, Los Angeles.
Proten Distributors Inc., Hollywood, (hair preparation & shampoo), 3 weekly *sp*, thru Janes-Morton Inc., Los Angeles.
Federal Outfitting Co., Los Angeles (chain clothiers), 5 weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.

### WHK, Cleveland

East Texas Plant Co., Ponta, Tex., 6 weekly *t*, thru Northwest Radio Adv. Agency, Seattle.
Vimm Health Food, Detroit, 3 weekly *sp*, thru Andrews Adv. Agency, Detroit.
Pinex Co., Fort Wayne, Ind. (Proprietary), 21 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

### KGGC, San Francisco

Kelvinator Corp., Detroit (refrigerators), 6 weekly *ta*, thru local distributor.
Plymouth Motor Corp., Detroit (autos), 6 weekly *t*, thru local distributor.

### KMTR, Hollywood

California Preserving Co., Los Angeles (fruit pectin-jams, jellies, preserves), 28 weekly *sa*, thru Austin W. Campbell Co., Los Angeles.

### WOR, Newark

Goodall Worsted Co., Sanford, Me. (Palm Beach clothes), 3 weekly *sp*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 5 weekly *sp*, thru Benton & Bowles Inc., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem cough syrup), 21 weekly *sa*, thru Joseph Katz Co., Baltimore.
Nedick's Stores Inc., New York (refreshment stand chain), 3 weekly *sp*, thru Tracy-Locke-Dawson Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn. (Kitchen Kook gas ranges), 3 weekly *t*, thru Greve Adv. Agency Inc., St. Paul.
Borden Co., New York (Pioneer Ice Cream), weekly *sp*, thru Young & Rubicam Inc., N. Y.
Goodall Co., Cincinnati (Palm Beach suits), 3 weekly *sp*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Nell Vinick, New York (Drezma beauty products), 5 weekly *sp*, thru Neff-Rogow Inc., N. Y.
Refrigeration & Air Conditioning Institute, Chicago (school), weekly *sp*, thru Critchfield & Co., Chicago.
Skol Co. Inc., New York (sun tan oil), 3 weekly *sp*, thru Peck Adv. Agency, N. Y.
North American Accident Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv. Agency, N. Y.
Fusion Ticket Newark, (political campaign), 2 *sp*, thru Gans Agency, Newark.
Seeman Bros., New York (Consomme Madrilene), 1 *sp*, 2 *sa*, weekly, thru Charles W. Hoyt Co. Inc., N. Y.
Hecker Products Corp., New York (Force, cereal), *sp*, 6 weekly *sa*, thru Erwin, Wasey & Co., N. Y.

### KGO, San Francisco

Allis-Chalmers Mfg. Co., Milwaukee (harvesters), 2 weekly *t*, thru Bert S. Gittins, Adv., Milwaukee.
Bulova Watch Co., New York, 1820 time signals, thru Biow Co. Inc., N. Y.
Kraft Phoenix Cheese Corp., Chicago (Darical), 78 *sa*, thru J. Walter Thompson Co., Chicago.
Best Foods Inc., New York (Mayonnaise), 39 *sa*, thru Benton & Bowles Inc., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 50 *sa*, thru Compton Adv. Inc., N. Y.
Lewis-Howe Co., St. Louis (Tums), 30 *ta*, thru H. W. Kastor & Sons Adv. Co., Chicago.

### KIEV, Glendale, Cal.

Carter Medicine Co., New York, (liver pills), 5 weekly *ta*, thru Street & Finney Inc., N. Y.
Texas Co., New York, (Texaco gasoline), 2 weekly *t*, placed direct.

### KHJ, Los Angeles

Ward Refrigerator Mfg. Co., Los Angeles (refrigerators), 3 weekly *t*, thru Logan & Stebbins, Los Angeles.

### KGMB, Honolulu

Brown & Williamson Tobacco Corp., Louisville (Raleigh, Kools), 6 weekly, *sa*, thru local distributor.
California Brewing Assn., San Francisco (Acme beer), 6 weekly *sa*, thru Emil Brisacher & Staff.
Lever Bros. Co., Cambridge, Mass. (Spry), 6 weekly *sa*, thru National Export Adv. Service, New York.
Standard Brands Inc., New York, (Fleischmann's Yeast), 6 weekly *sa*, thru local distributor.
Wm. R. Warner Co., New York (Sloan's Liniment), weekly *sa*, thru Holst & McFarlane, Honolulu.

### WMAQ, Chicago

Chrysler Motors Corp., Detroit, (Dodge), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Princess Pat, Ltd., Chicago (lipstick) weekly *sp*, thru McJunkin Adv. Co., Chicago.

### WAML, Laurel, Miss.

BC Remedy Co., Durham, N. C. (proprietary), 3 weekly *sp*, thru Harvey-Massengale Co. Inc., Durham.

### KSFO, San Francisco

Elgin National Watch Co., Chicago, 10 *sa*, thru J. Walter Thompson Co., Chicago.

**PIONEERS**—C. W. Nash, chairman of the board of Nash-Kelvinator Corp., (motor cars), sponsors of the CBS *Nash Presents Grace Moore* program, is shown (left), greeting Cecil B. DeMille, (right), producer of the *Lux Radio Theater*, sponsored by Lever Bros. (Lux soap), over the same network, when they met in Hollywood recently. Nash in motor cars and DeMille in films have each pioneered in their respective fields and today have world recognition.

### 300,000 Posies

THE pin cushion chrysanthemum introduced at the Chicago Century of Progress World's Fair is being offered by the Kellogg Co., Battle Creek, to New England listeners. The plant, a perennial which blooms late in November, can be grown indoors or out. It is packed in moist fibre moss and is already grown to a height of from 8 to 10 inches by the time of delivery. Ten cents and box top of Rice Krispies or Kellogg's Pep are required. The offer is announced twice weekly on the *Marjorie Mills* household program, Yankee Network. Money is sent direct to Kellogg at Battle Creek. Agency is N. W. Ayer & Son Inc., Boston. A similar offer made in the Midwest for a period of three weeks resulted in the distribution of 300,000 flowers.


WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

"TODAY'S WINNERS"

Musical Sports Show — 6:00 to 6:30 — six nights a week! For rates, call or write TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION, New York, Chicago, Hollywood!



CHARACTER

. . . The character of a radio station, the nature of its program appeal, should be planned for the local needs and interest of its audience.

WOWO has for years demanded of its production department programs tuned especially for the ears of its own immediate audience, a thriving, bustling, small town audience—a Hoosier audience.

A proof of WOWO's intimate local character is its close affiliation with such important organizations as Purdue University, The Indiana Farmer's Guide and the Indiana Farm Bureau. To these Indiana institutions, as well as to scores of local and national advertisers, WOWO is *the* radio approach to Indiana.

J 99484

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc. • Fort Wayne, Ind. • 10,000 Watts • NBC Basic Blue

E. KATZ SPECIAL ADVERTISING AGENCY

## RADIO ADVERTISERS

GOLDEN BEAR COFFEE Co., Los Angeles, is using KGB for the new *Breakfast Club Coffee* campaign in San Diego. Starting May 17, the KGB-Don Lee serial *Sycamore Street* was sponsored Mondays, Wednesdays and Fridays with supplementary announcements Tuesdays and Thursdays. *Sycamore Street* is authored by Perry Crandall and produced by David Young in the KGB studios and is broadcast to the Don Lee stations as a Monday thru Friday sustaining feature, 9:15-9:30 a. m.

WHITTEMORE BROS. Co., Cambridge (shoe polish) is advertising through Stoddard-Sampson Co., Boston.

COLLINGBOURNE MILLS, Elgin, Ill., has placed its account with Critchfield & Co., Chicago.


Investigate
The Power of the
Spoken Word
**WTOC**
SAVANNAH, GEORGIA
1260 K.C. - CBS
UNITED PRESS NEWS
*Represented Nationally*
By
Paul H. Raymer Co.


HECKER H-O Co. Inc., New York (Force, cereal), is sponsoring three announcements weekly in German on the *German Housewife Hour* on WBNX, New York, placed through Erwin, Wasey & Co. Inc., N. Y.

ROYAL FLOOR WAX Co., Buenos Aires, Argentine, is sponsoring broadcasts of NBC Thesaurus programs on LR4, Buenos Aires, according to William J. Linderman, RCA-Victor agent in that city.

SWIFT & Co., Chicago (meats), began twice weekly four minute participation on the *Women's Home Forum* over KDKA, Pittsburgh, May 28, placed through J. Walter Thompson Co., Chicago.

CHICAGO-ROOSEVELT STEAMSHIP Co. is considering use of radio advertising on Chicago stations this summer. McJunkin Advertising Co., Chicago, handles the account.

W. M. G. BELL Co., Boston (seasoning) makes up lists, including radio, during June. Agency is H. B. LeQuatte Inc., New York.

BILLINGS-CHAPIN Co., 1163 W. 40th St., Cleveland (paint), radio user, makes up lists in July. Advertising is placed direct.

GRAHAM-PAIGE MOTORS Corp., Detroit (autos), occasional radio user, makes up lists in July. J. Walter Thompson Co., Chicago, is now agency. M. V. Wieland and T. W. Harrison are account executives.

KOSTO Co., Chicago (desserts), radio user, makes up lists in July and August. Perrin-Paus Co., Chicago, is agency, D. L. Paus, account executive.

OLIVE TABLET Co. Columbus (Dr. Edwards olive tablets), a radio user, makes up lists in July and August. Agency is Erwin Wasey & Co. Inc., New York, J. W. Sturdivant, account executive.

FISHER FLOURING MILLS Co., Seattle, has appointed Strang & Prosser, Seattle, as agency.

### Texaco Signs Eddie

TEXAS Co., New York, sponsoring Eddie Cantor on CBS Sunday nights, has renewed the comedian's contract for six years until June, 1943, as a result of a survey of 45,000 gasoline dealers. Seeking a star for its radio program, Texaco instructed each of its dealers to query five of their customers who was their favorite entertainer—and Cantor led his nearest competitor two to one.

LITTLE CROW MILLING Co., Warsaw, Indiana (Coco Wheats) in a recent giveaway offer on their *Jolly Joe Kelly and His Pet Pals* program on WLS, Chicago, distributed more than 25,000 Pet Pals Club books to youngsters. Book contained "funny flickers," words of song parodies used on the program, riddles and games, in addition to the prizes offered in contests on the show. The Coco Wheat show recently shifted to a three-weekly schedule for the summer but will return to the regular five weekly series on Sept. 25. Rogers & Smith, Chicago, is agency.

AMERICA & SECURITY Corp., specializing in term financing of insurance premiums, has placed its account with Gerth-Knollin Adv. Agency, San Francisco. The agency has just completed a direct mail campaign of 12 units featuring the company's new "Econ-o-plan," samples of folders and other material having been sent to insurance agents throughout the country.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), is sponsoring *Women Make News*, a daily 15-minute summary of news of particular interest to women broadcast by Vincent Connolly, on WOR, Newark, Monday through Friday afternoons. Program was placed through Benton & Bowles Inc., New York.

MARLIN FIRE ARMS Co., New Haven (razor blades) has named Grady & Wagner Inc., New York, as agency.

NORTH STAR WOOLEN MILL Co., Minneapolis, has placed advertising with BBDO, Minneapolis.

VIRGINIA DARE EXTRACT Co., Brooklyn, has appointed C. Frederick Bell Inc., New York, to service its account.

QUAKER OATS Co., Chicago, has named Mitchell-Faust Adv. Co to handle its macaroni products account.

SNIDER PACKING Co., Rochester (catsup) on May 17 started its fourth consecutive summer series on WBBM, Chicago.

FELDMAN PETROLEUM Co., Chicago, operators of a chain of 64 gas stations in that city, will add WAAF, WEDC, WCRW and WGES on June 7, bringing the number of stations being used in their current campaign to seven one-minute announcements presented three times daily except Sunday will start on the four stations at that time. The firm is now using a similar schedule on WJJD, WCFL and WIND. A quarter-hour transcribed show *The Mirth Parade* is being used Sundays on WJJD and WCFL, with a quarter-hour recorded program on the latter station three mornings weekly. Dade B. Epstein Adv. Agency, Chicago, is agency.

WALGREEN Co., Chicago (drug store chain), started daily except Sunday time signal announcements on WGN May 25, concentrating their commercials on ice cream. Schedule will continue until June 30, at which time Walgreen's will switch to a regular full-length show which is now being formulated. Possibilities are that it will be a quarter hour thrice weekly series. Dade B. Epstein Adv. Agency, Chicago, has the account.

GRANT WATCH Co., Chicago (Grant watches), now using spots on WJJD will expand its schedule this fall and use a half-dozen stations in Chicago. Morris & Davidson Inc., is the agency.

TOWNSEND NATIONAL WEEKLY, Chicago, originally scheduled to go on 95 stations June 6 and 20 will not start until a later date because of a change in the Townsendites national convention from the first to the third week in July.

NIPPERSINK COUNTRY CLUB of Wisconsin recently began sponsorship of a quarter-hour weekly program on WBBM, Chicago. Norman Ross is master of ceremonies of the variety program which was placed by Kirtland -Engle Co., Chicago.

I. J. FOX, national furrier chain, is using 24 thrice-weekly transcriptions and 31 time signals a week on WEEI, Boston, through Huber & Creeden.

ESTABROOK & EATON, Boston (cigars), one of the largest spot users in New England, has added a series of nightly *Sports Headlines*, as well as time signals, on WEEI, Boston, through Huber & Creeden.

PROCTER & GAMBLE Co., Cincinnati, has been sponsoring the *Original Amateur Hour* on WHN, New York, broadcast each Tuesday evening from the stage of Loew's Ziegfeld Theatre in New York, in the interest of Oxydol. Blackett-Sample-Hummert Inc., New York, is the agency.

ASSOCIATED Golfers of America, Chicago, recently started a quarter-hour sponsored series over WCFL featuring interviews with leading golfers, placed direct. AGA operates 29 golf courses in metropolitan Chicago. Program is broadcast Monday, Wednesday and Friday at 7:30 p. m.

GRUEN WATCH Co., Cincinnati (watches), recently signed a two-year noncancellable contract with WCFL, Chicago, to broadcast seven time signals daily. Schwimmer & Scott, Chicago is agency.

PENNSYLVANIA RUBBER Co., Jeannette, Pa., (tires), placing direct, sponsored the Badminton world championship matches from the Pan-Pacific Auditorium Los Angeles, on KMTR, Hollywood, May 20. Sandy Roth, sports announcer described the match between Jack Purcell, champion and Guy Reed, challenger.


only **30** days
and HARVEST begins!

Kansas is America's largest wheat producing state, and the Kansas Harvest will start within the next 30 days. A rich harvest estimated at 174,000,000 bushels for 1937. A golden crop which will pour almost $250,000,000 into the pockets of Kansas farmers.

Radio Station KFH, at Wichita, Kansas, is right in the heart of the nation's "bread-basket".

Shape your advertising to meet this great surge of buying power. Consider how perfectly Radio Station KFH, with 5,000 watts (L. S.) power, provides coverage of America's largest wheat belt.

This is a 30-day advance notice to all advertisers who desire to share in $250,000,000 of new spending power. Place your campaign with KFH, NOW!

**KFH**
Wichita, Kansas
*Basic Supplementary* CBS
*National Representative* EDWARD PETRY & CO.



**WDRC**
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
An ATTENTIVE audience of more than a MILLION people who SPEND money! — AND a merchandising plan that FOLLOWS THRU!
(Write for booklet.)
Basic Network Station of the Columbia Broadcasting System



WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
**WOL**
Washington, D. C.

## MAHAN APPOINTED BY WESTINGHOUSE

THE appointment of S. D. Mahan as general advertising manager of Westinghouse E. & M. Co. was announced May 17 by G. H. Bucher, Westinghouse executive vice-president. Roger Bolin was named as merchandising advertising manager, succeeding Mr. Mahan.

In his new position Mr. Mahan will have general supervision over all advertising and sales promotion work of Westinghouse and its subsidiary companies. He will headquarter in Mansfield, O., where Mr. Bolin also will be located.

A native of Waterford, Pa., Mr. Mahan has been directing advertising and sales promotion activities in advertising agencies and industrial concerns for more than 20 years. He was first associated with the H. K. McCann Co. and has been with such agencies as Fuller & Smith & Ross, Cleveland, and Greenleaf Co., Boston. He joined Westinghouse in 1933.

Mr. Bolin joined Westinghouse in 1925 at East Pittsburgh and since that time has been continuously associated with its merchandising, advertising and sales.

### Radio Set Lineage

RADIO manufacturers, a few of whom are more or less consistent advertisers on the radio, spent large sums on newspaper advertising during 1936, which was the first real recovery year for radio set and equipment sales since the 1929 peak. *Media Records* reports the following as the lineage of leading radio manufacturers in the newspapers last year: Philco, 2,071,238; RCA, 559,146; Grunow, 428,517; Zenith, 422,730; General Electric, 417,810; Stewart-Warner, 68,990; Crosley, 53,259; Westinghouse, 24,030; Delco, 7,438.

### NBC Awards Scholarships

NBC has awarded two scholarships for advanced instrumental study during the summer at the National Music Camp in Interlochen, Mich., to winners in the National Orchestra Contest; held May 15 at Columbus. Recipients of the scholarships, both graduates of high schools this Spring, are Roy Houser Jr., 17, Centerville, Ia., bassoon player, and Edward Epstein, 16, Chicago, French horn player. The $200 scholarships provide for board and tuition at the camp during July and August.

## OTHER FELLOWS' VIEWPOINT

### President's Mimic

EDITOR, BROADCASTING:

Through the medium of a press clipping bureau an item which appeared in BROADCASTING April 15, captioned "President's Mimic Cut Off," was brought to my attention. I take exception to the article as misleading and unfair to my client Arthur Boran, for failing to offer both sides of the question.

To be exact, WMCA, New York, erred in cutting Mr. Boran off the air at the Press Photographers' ball because of his presidential impersonation. Mr. Boran had received blanket permission from Stephen Early, the President's secretary. Mr. Boran did at the President's request the impersonation this past year before Mr. Roosevelt at the White House Press Correspondents' dinner in Washington, D. C.

Mr. Boran also impersonated the Chief Executive on Eddie Cantor's (Texaco) program only a few weeks ago over the Columbia Network.

May 12, 1936

SAM BLAKE
*Publicity*, New York City

### KFRU News Announcers

EDITOR, BROADCASTING:

In reading the May 15 issue of BROADCASTING, I notice an article about Yale University undergraduates being used on WBRY, Waterbury, Conn., for news announcers and it was interesting to note that Lucky Strike sponsored the programs. I thought you might be interested to know that we have been doing this very thing for the past five months. The famed Missouri University School of Journalism processes our news and we have trained six different journalism students as news announcers. It was gratifying to know that three of the six students have already procured jobs in broadcasting stations as news processors and announcers, so it looks as though our training here has been effective.

C. L. THOMAS, *Manager*,
KFRU, Columbia, Mo.

May 22, 1937

### Seminole Placing

SEMINOLE FLAVOR Co., Chattanooga (beverage flavors), is now selecting additional stations for placement of its one-minute dramatized, transcribed playlets, complete with commercial. Seven southern stations are now being used with nine more scheduled to start the one-minute transcriptions. McJunkin Adv. Co., Chicago, is the Seminole agency.


RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

Hello!
Murray Carpenter
Compton Advertising, Inc.
Enjoyed our visit when in New York recently. Glad to know that our coverage statements have been checked and proven to your satisfaction—by surveys and actual campaigns. WMBD's advertisers have doubled and trebled their radio advertising budgets because of our REAL community service to Central Illinois. WMBD carries, we believe, more national and local advertising than any other station its size in a market its size.
We're at your service!
MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

Sure! WIBW SAYS SO!
Reliability... WIBW
HAS THE FULL CONFIDENCE OF 839,770
FARM HOMES THROUGHOUT ITS SERVICE AREA
WIBW "The Voice of Kansas"
DON SEARLE, Gen. Mgr.
Represented by Capper Publications in
New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco

## AGENCIES AND REPRESENTATIVES

H. C. VOGEL, has been appointed radio director of Beaumont & Hohman Inc., Chicago. Mr. Vogel was with the Chicago-NBC network sales department for two years and was one of the heads of Freeze-Vogel-Crawford Inc., advertising agency with offices in Chicago and Milwaukee.

ARTHUR H. HAGG & Associates, newspaper representatives with offices in New York, Chicago, Kansas City, Omaha and Denver, has entered the radio representation field. Its first client is KGNO, Dodge City, Kan., owned by the *Dodge City Globe*, which it also represents.

J. T. CROSSLEY Co. Inc. is the new firm name of the former Crossley & Wicker Inc., Portland, Ore., agency.

The MILWAUKEE JOURNAL STATION WTMJ


JACK VAN NOSTRAND has joined the radio production staff of Young & Rubicam Inc., Hollywood, switching from Lord & Thomas, Los Angeles. Carroll O'Meara, KHJ, Los Angeles, writer-producer, has resigned his post and on June 7 also joins the staff of Young & Rubicam Inc., in a similar capacity.

WEED & COMPANY, station representatives, has opened a Detroit branch in the Michigan Bldg., under management of M. J. Thoman, formerly of the Chicago office.

FERGUSON & ASTON Inc., has been appointed representatives for KXBY, Kansas City, and KFRU, Columbia, Mo. Representation in Chicago for the latter station, however, does not take effect until July 1.

PAUL R. WINANS, president of Advertising Arts Agency, Los Angeles, is the father of a 6½ pound baby girl born May 7. Mrs. Winans, radio singer, is known professionally as Mary Janice.

IVAR F. WALLIN JR. & STAFF, Los Angeles advertising agency, has moved to larger offices at 3806 Beverly Blvd., that city.

JACK WITHINGTON, for the last six years an account executive of KFAC, Los Angeles, has entered the agency field, specializing in radio, and established offices in the Architects Bldg., that city, under the firm name of J. H. Worthington Co.

NORMAN GREGG, publicity director of Erwin, Wasey Co., Chicago, for the last ten years, has resigned to open a publicity firm at 121 N. Clark St., Chicago. He will continue to handle publicity for the agency's NBC *Contented* program sponsored by Carnation Co., Milwaukee.

CHICAGO office of Transamerican Broadcasting & Television Corp. will expand soon, adding a complete writing and production unit.

## Hollinshead Shifts

MELVIN A. HOLLINSHEAD, for 15 years with the Campbell-Ewald Co. in Detroit and New York, has joined Morner Productions Ltd., New York, as vice-president and partner. Starting with Campbell-Ewald as an account executive, Mr. Hollinshead became head of the agency's radio department in Detroit about six years ago and during the last two years he has been vice-president in charge of radio of the New York office, handling chiefly the Sunday evening concerts on NBC for General Motors Corp. Morner Productions is engaged in the building and production of commercial radio programs for advertisers and agencies. The company is headed by Count Gosta Morner.

Mr. Hollinshead

CRAIG & HOLLINGBERY Inc., recently began national sales representation of WAAF, Chicago, bringing the list of stations the firm represents to 15. Other stations are: WHAM, Rochester; WREN, Lawrence, Kan.; KSCJ, Sioux City; WEBC, Duluth; WIOD, Miami, Fla; WORC, Worcester, Mass; WOKO, Albany; WBIG, Greensboro, N. C; WJDX, Jackson, Miss.; WIBX, Utica, N. Y.; KTSM, El Paso, Tex.; WEAU, Reading Pa.; WMEX, Boston; WEAU, Eau Claire, Wis.

C. J. LaROCHE, President of Young & Rubicam Inc., New York, and Jack Reeder, Vice-president of the agency's Detroit office were in Hollywood to discuss the summer status of the NBC *Packard Hour*. With them were Frank McKinney, advertising manager of Packard Motor Car Co., sponsors of the program, and Julian Field, Young & Rubicam New York executive.

DON FRANCISCO, vice-president of Lord & Thomas, Los Angeles, has returned to his desk after a four-month world tour.

WALTER BIDDICK Co., Los Angeles, has been appointed exclusive Pacific Coast representative of KJBS, San Francisco, and KQW, San Jose, Cal.

JOE L. KILLEEN, cofounder of Fitgerald Adv. Agency Inc., New Orleans, has been elected president succeeding C. L. Fitzgerald, who has joined Fletcher & Ellis. Other officers were named as follows: Joseph H. Epstein, vice-president; Leonard Gessner, vice-president and treasurer; Roy M. Schwarz, secretary; Warren G. Posey, production manager; E. W. Rector Wootten, art director; L. R. O'Pry, comptroller. No personnel changes are planned and the corporate name will be retained.

GRACE & BEMENT Inc., have been appointed to handle advertising for the Detrola Radio & Television Corp. and its subsidiary, Detrola Refrigeration Corp., both of Detroit. The agency has also been named for the Electrical Products Co., (electrical specialties) another Detroit firm.

CARL A. FURSTENBURG has been appointed production manager by the Barlow Adv. Agency, New York, with headquarters at Syracuse.

LEE CROOKS, formerly in charge of advertising promotion of the *Detroit Times*, and Warn Carah, formerly account executive with the Stevens-Farron advertising agency, have been added to the staff of the Fred M. Randall Adv. agency, Detroit.

McCANN-ERICKSON Inc., advertising agency, will move into new and larger quarters in the Guardian Bldg. in Cleveland on July 1, R. M. Alderman, vice-president in charge of the Cleveland branch, has announced.

TWO CHICAGO agencies have enlarged and redecorated their quarters. They are Wade Adv. Agency, which has doubled its space at 208 W. Washington St. while Ruthrauff & Ryan, Inc. has taken over the entire 13th floor at 360 N. Michigan Ave.

FRANK P. MORTON, formerly of Carl J. Balliet, Adv., and later advertising and sales manager of Southeastern Hotels Co. and Textile Chemical Products Co., has formed an agency under the firm name of Morton Advertising, in Greensboro, N. C. He will act as general manager, with William Stack as art director.

H. W. KASTOR & SONS ADV. Co. Inc., with headquarters in Chicago, has oened a New York office in the RCA Building in Rockefeller Center, with Arthur Kastor in charge.

EUGENE H. BROCKHAUS has joined Guenther-Bradford & Co., Chicago, as account executive. He was formerly with the *Chicago Evening American*.

FRANK C. MAHNKE Jr., formerly with Roche, Williams & Cunnyngham Inc., Chicago, is now an account executive with Albert Kircher Co. of the same city.

CHESTER R. CURTIS, formerly of Gottschaldt-Humphrey Inc., Atlanta, has been named advertising manager of Armour Fertilizer Works.

KFEL, Denver, has appointed John Blair & Company as exclusive national representatives and continues as a Transamerican affiliate.

THORNLEY & JONES Inc., New York, has established a branch office at 134 S. LaSalle St., Chicago.

GOTTSCHALDT-HUMPHREY Inc., Atlanta, has started a branch office at Greensboro, N. C.

J. J. DEVINE & Associates, national representatives, have been appointed exclusive representatives of KRMD, Shreveport, and KPLC, Lake Charles, La.


WOKO
ALBANY, NEW YORK

POPULARITY + EFFICIENCY =
RESULTS

Get Your Share of
Results
In This Rich Capital District
Market

*USE*
WOKO Hotel Ten Eyck, Albany

KIRO
SEATTLE
1000 Watts 710 KC

"If you ever have the Comparative Sales Curve Blues, try the KIRO LOOIE Special. It's a sure-fire pick-up. Recipe upon request."

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK DETROIT CHICAGO SAN FRANCISCO

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

## Radio Consulting Firm Formed by Norman Ross

Mr. Ross

NORMAN ROSS Inc., radio consultants, has been formed in Chicago to handle writing and production of shows and develop radio programs. Headed by Norman Ross, who will continue his announcing work at various Chicago stations, the organization includes Jesse A. Alexander, formerly with WAAF; Ralph Andre, brother of Pierre Andre, WGN announcer; and Elizabeth Onderdunk. The firm's new offices in the Merchandise Mart will have one of the most complete layouts in the city when the audition studios, now being installed, are completed.

Ross was a member of the old *Chicago Daily Journal* sports staff for five years and was also on the sports staff of the *Chicago Herald & Examiner*. He held several world's championship swimming titles from 1916 to 1922.

## Foreign Language Group Formed for Alka-Seltzer

NORMAN B. FURMAN Inc., New York, recently formed advertising agency handling foreign language radio programs exclusively, is placing several foreign language program series for Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer): A daily quarter-hour in Italian on a special network composed of WEVD, New York; WELI, New Haven; WSPR, Springfield, Mass.; WCOP, Boston; WPEN, Philadelphia; WNBC, New Bedford, and WSAR, Fall River; a quarter-hour daily Polish program on WELI and WNBC; and a half-hour in Jewish every Saturday on WEVD and WPEN. Mr. Furman told BROADCASTING that this foreign language network, with WEVD as its key station, had been set up by him for the service of his clients.

Other accounts handled by the new agency include: D. Wroblewski & Co., Brooklyn (Kalvariski Vino, tonic), using a daily half-hour in Polish on WEVD, WRAX and WCOP; Guardian Loan Co., New York, using a weekly half-hour in Jewish on WEVD; Borden Co., New York (Puritan Brand Dairy Products), weekly half-hour in Jewish on WEVD; and David's Fifth Ave. Inc., New York (department store), quarter-hour weekly in Jewish on WEVD.

NOTED for being the only station whose call letters spell the name of its home town, WACO at Waco, Texas, is also unique in being located in a building which is self-sustaining, getting its water from an artesian well under the building and generating its own electricity from oil taken from wells owned by the Amicable Life Insurance Co., owners of the building.


*NEWS*
*is your best bet*
**TRANSRADIO**


## Mrs. Melrose Joins Agency

EDYTHE FERN MELROSE, former director of WJAY, Cleveland, and more recently associated with Pan American Broadcasting Corp., New York, on June 1 joins Street & Finney, New York, as director of radio. Mrs. Melrose is well known in radio, having managed the Cleveland station for several years.

## R & R Adds in Chicago

THE Chicago office of Ruthrauff & Ryan Inc. is expanding its radio setup effective June 1. Ros Metzger remains as radio director but Dale Perrill, who has been in the production end, will become a radio account executive. A new man will be added to the staff to take charge of station relations and facilities. Arden Bucholz, who has been radio contact man on the Penn Tobacco Co. account (Kentucky Winner Cigarettes and Kentucky Club Tobacco) will be in charge of production, succeeding Mr. Perrill. Miss Katherine Haney will be in charge of scripts. Under the new set-up, Ruthrauff & Ryan will have one of the largest radio staffs in Chicago with the presonnel in that department numbering 16. The radio department occupies an entire wing on the 13th floor at 360 N. Michigan Ave., the agency having just finished expansion and redecoration.

## Swift Increases Spots

SWIFT & Co., Chicago (meats), continues its expansion in spot expanding its current spot schedule with two stations being added and a third receiving a 52-week renewal. On June 1 Swift starts thrice weekly participation in the *Martha Deane* show on WOR. Newark. The meat firm recently began 100-word announcements on a staggered schedule on WOW, Omaha, which will run for 16 weeks and end Sept. 4 and has renewed its twice weekly participation in *Polly the Shopper* for 52 weeks beginning June 12 on KSTP, St. Paul. J. Walter Thompson Co., Chicago, handles the account.

APPLICANT for a new regional station on 1200 kc., the *Chattanooga Times*, one of the properties of the late Adolph S. Ochs, publisher of the *New York Times*, proposes to use the call letters WASO in honor of Mr. Ochs if the FCC authorizes the station. Except for its extensive activities in the shortwave field, the *New York Times* has never been an applicant for broadcasting facilities.


HURRY!

THE latest BULLETIN from Hotel Sherman, Chicago, indicates a complete sell-out of accommodations for the NAB Convention! Better wire NOW — today — if you can't stand disappointments. Will be seeing you June 20!

WGES
"In the Heart of Chicago"
*Management, Gene T. Dyer*

**200 yards or 2000 miles by TELETYPEWRITER**

● You've got to be fast, in your business. And you've got to be accurate. Bell System Teletypewriter Service transmits information in typewritten form, letter for letter, across any distance. It produces typed copies of last-minute script changes, time-clearances, program details, at both ends. Carbon copies are struck off at the same time for routing and filing. Teletypewriter Service will link two places or many, with fast, written intercommunication. Ask your local telephone office for complete details.

## STUDIO NOTES

A. L. ALEXANDER, who conducted the turbulent *Good Will Court* on WMCA, New York, and later Inter-City and on NBC-Red for Chase & Sanborn, has published a memorandum of a new program in which disputes would be settled by important laymen rather than by lawyers. Both sides would appear in every case.

KTAR, Phoenix, Ariz., has received a letter of thanks from St. Joseph's Hospital for a broadcast announcing the immediate need of a blood donor. The broadcast drew quick action and the transfusions led to recovery of the patient.

AFTER several days of informal testing, KYA, San Francisco, went on the air May 24 with its new 5,000 watt transmitter located at Candle Point.


THE DAILY HABIT OF OVER ONE HALF MILLION PEOPLE

. . . with an income the highest in Wisconsin outside of Milwaukee. Now affiliated with CBS. Write or wire for details.

JAMES A. WAGNER, *Manager-Director*

WTAQ

GREEN BAY • WISCONSIN


NBC's *Death Valley Days*, sponsored by the Pacific Coast Borax Company, celebrated its fourth anniversary May 18 with a studio party at the NBC studio in San Francisco. McCann-Erickson agency was host for members of the cast, agency executives, and newspaper and magazine radio columnists and correspondents.

BELIEVED TO BE the longest remote pick-up on the Pacific Coast is H. Sutliff Tobacco Co.'s *Smoke Rings*, which begins June 3. The show will originate in the studios of KSFO, San Francisco, and be piped from there for release over KNX in Hollywood, not being heard in San Francisco. On behalf of Heine's blend pipe tobacco, the company broadcasts twice weekly over KYA in San Francisco. D'Evelyn & Wadsworth, San Francisco, is the agency.

NBC'S Chicago studios launched two new dramatic shows late in May. *Stepmother*, a quarter-hour five-weekly script, authored by Joelyn Gerry, and *There Was a Woman*, a weekly half-hour drama co-authored by John M. Young and Bessie Boynton. The NBC Chicago Young Hickory drama was taken over by Procter & Gamble Co. for Drene.

WHEC Rochester, donated six quarter-hour dramatic shows during the week of May 9 to the Community Chest Campaign. Each program was a dramatization of a case helped by one of the social agencies which are supported by the common Chest, planned, written and produced by Walter Folmer. WHEC also contributed several periods for talks by prominent citizens during the campaign and saluted the Chest in the weekly "Stone 1320" program which honors Rochester industries and institutions.

KLPM, Minot, N. D. has moved to new studios on the second floor of the Fair Block. Two studios are air conditioned. Insulite and Nu-Wood were used for wall treatment.

**WHEN TOM MIX**—Brought his circus to Columbus, Betty Hartly of WBNS, switched from her regular custom of discussing women's fashions for the Dunn Taft Co. over to a chat about what the well-dressed circus performer will wear. She and Mr. Mix talked about circuses, movies, horses, but forgot about women's clothes. Miss Hartly is now making plans for a trip to Paris salons to study fashions and to prepare material for fall broadcasts.

WCKY, Cincinnati, will conduct a radio talent search over a period of ten weeks, starting June 8, by means of a *Stars of Tomorrow* contest in which cash will be awarded as prizes for the best acts. The contest will be held in cooperation with the Liberty Theater, Covington, Ky., which will give a prize of $200 for the best act, $100 for the second and $50 for the third. The winners will appear for three days at the theater. The talent contest is open to both amateurs and professionals, including vocal and instrumental acts. Entertainers may compete as individuals or as teams.

A VARIATION of the sidewalk interview broadcast has been adopted by WNEW, New York. The idea is to make transcriptions of noontime interviews for broadcasting during the evening, on the basis that when these people are told that they can hear themselves on the air that night they will have every friend and relative listening in, thus guaranteeing an audience for the program in advance.

THREE candles on the birthday cake, four networks to carry their voices from one end of the North American continent to the other, and five little girls, born three years ago in Callandar, Ont., combined to give the American audience a listen-in on the Dionnes' third birthday party on May 28. Originating in the Dafoe Hospital, the program was broadcast by the Canadian Broadcasting Corp. and through its cooperation, by NBC, CBS, and MBS.

DON LEE network is using transcriptions of selected Mutual programs when it is unable to accept the program at the time it is on the nation-wide network.

CRISSEY-FOWLER LUMBER Co., Colorado Springs, has inaugurated a series of broadcasts on KVOR featuring Joseph P. Pollard, author, critic, lawyer and authority on the American constitution. Mr. Pollard, master of history at the Fountain Valley School for Boys just outside of the Springs, calls his Friday night broadcasts *Builders of America*. Fifteen-minute talks, informal in nature, on American patriots are featured. Samuel Adams Thomas Jefferson, James Monroe and other figures in United States history, are under discussion. Pollard brings out the human side of these men and ties their activities up with present-day conditions.

WTAR, Norfolk, is making a special low-frequency installation to receive and rebroadcast the Arlington time signal locally. Plan is to let standby dashes ride through music as a background a few minutes before noon preceding the signal. New service will supplant 15 second Arlington time signal and announcement through NBC network for the station.

WOW, Omaha, will again broadcast this year the feature race each day from the Ak Sar Ben track, the series being sponsored by Falstaff brewing Co. John Gillin Jr., WOW manager, and Harry Burke, program manager, will handle the announcing.

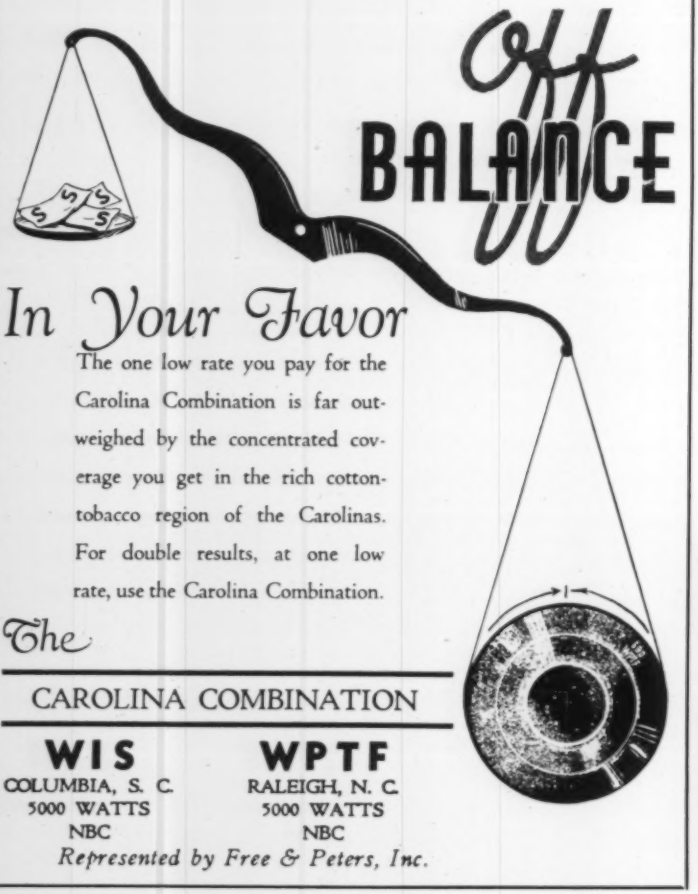
NBC has installed a new broadcasting studio for commentators and small dramatic productions in the annex building of its Hollywood headquarters. There are no audience accommodations. KFI, Los Angeles, owned and operated by Earle C. Anthony, and an NBC-Red network station, is being remodeled and studio improvements added at a cost of approximately $10,000. Improvements include a speaker studio and monitor booth.

CFCO, Chatham, Ont., devoted its facilities to public service during the recent flood in Western Ontario, all members of the staff working night and day to collect news bulletins broadcast flood warnings and requests for aid, and advice from public health and police departments. Announcers Ross Wright, Virgil Morgan and Lyle Thackery were active in the flood broadcasts.

WCFL, Chicago, is now on the air at 6 every morning, and presents its first news broadcasts from 6:45-7:00. Hal O'Halloran former *WLS Barn Dance* announcer, is announcing a half-hour recorded program at 6:15 a. m. daily except Sunday for Levinson Radio Stores.

A CREW from KWK, St. Louis—Martin Bowin, Sterling Harkins and Jim Burke —made a trip through the Union Station yards to greet the presidential party as it stopped in St. Louis while en route to the nation's capital after President Roosevelt's fishing trip in the Gulf. A number of distinguished members of the party were heard on the air, including the President's secretary, Marvin E. McIntyre, who told all about the "boss" and his experience in landing a tarpon.

NEW studios of WFIL, Philadelphia, according to General Manager, Don Withycomb, will be ready for occupancy by June 15. The studios will be finished and ready for broadcasting about a month later. Although broadcast operations will begin from the new quarters in the latter part of July, it is planned to defer the formal opening until September, when an inaugural week will be set aside with appropriate ceremonies being staged to usher in the debut.


In Your Favor

The one low rate you pay for the Carolina Combination is far outweighed by the concentrated coverage you get in the rich cotton-tobacco region of the Carolinas. For double results, at one low rate, use the Carolina Combination.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS — NBC

WPTF — RALEIGH, N. C. — 5000 WATTS — NBC

*Represented by Free & Peters, Inc.*

IN *Atlanta* USE WGST

CBS — 5000 watts day — 1000 watts nite — 890 kc.

Reps: E. KATZ SPECIAL ADVERTISING AGENCY

GET TEXAS MONEY!

Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!

KFRO

"Voice of Longview" - TEXAS

THE seventh annual picnic of the *WIP Homemakers' Club*, conducted by Carolyn Ann Cross, will be held June 22, at Pitman, N. J. A gala day is being planned for those attending, including lunches, games, circus, water sports, and then at 2:00 p. m., the regular Tuesday meeting of the *WIP Homemakers' Club* will be broadcast from the park. Gifts totaling a cash value of over $1,000 will be distributed. Although slightly over 6,000 attended last year's picnic, present indications point to an attendance of over 8,000. Tickets, which include all fares, luncheons, amusements at the park, etc., are 75c each.

BECAUSE of the interest in the trial of Fred Parker in Brady, Tex., who was charged with the slaying of his wife near Brady last January, KNEL, Brady, broadcast final arguments in the case.

WABY, Albany, has opened a studio in Troy, located in the Flatiron Bldg. Announcers now use the signature, "This is WABY, with studios in Albany and Troy."

NBC, Chicago, inaugurated the new *NBC Night Club* May 20, with couples actually dancing at the studios during the half-hour broadcast. Fifty couples take the "floor" each week and sway to popular dance tunes played by Chicago-NBC musicians with Morey Amsterdam acting as m.c. between numbers. The "night club" is studio A in the Merchandise Mart studios with the center of the studio cleared for dancing. The weekly 100 customers of the night club are the first 50 couples writing in each week for reservations.

BEGINNING July 6, KGGC, San Francisco, will go on full time with a view toward soon running on a 24-hour schedule, to match augmented service planned by KLS, Oakland, which recently added more time and expects shortly to stay on the air all night. The two stations are affiliated in the new Bay Broadcasting System.

BECAUSE of crowded conditions in the CBS Hollywood studios, rehearsals for the Campbell Soup Co.'s *Laugh with Ken Murray* are now being held at the Associated Cinema Studios, that city. The CBS *Jack Oakie's College*, sponsored by R. J. Reynolds Tobacco Co., is also rehearsed there.

WJTN, Jamestown, N. Y., has been designated the official radio outlet for the 1937 Chatauqua session on Lake Chatauqua, New York. Twice weekly, WJTN will originate and feed to NBC-Blue network leading Chatauqua programs, including musical and dramatic features.

WAAF, Chicago, celebrated its 15th birthday May 23. A special hour's program giving highlights of the various shows presented by the station was broadcast on the aniversary. Bob Hawk was master of ceremonies.

WOPI, Bristol, Tenn., recently packed its Radiotorium for the spring style show of Parks-Belk Co., department store. The station observes its eighth anniversary June 15 with a 24-hour broadcast.

DRAMATIZATION of outstanding books are broadcast on WHN, New York, each Thursday night in a new program called *New York University Literary Forum*, broadcast from the Washington Square College of N.Y.U.

ALFRED J. McCOSKER, president of WOR, Newark, has announced a summer schedule for the station's offices, which will operate with a skeleton staff on Saturdays during June and on a five-day week during July and August.


WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives

FOR A DAY—Phoenix Junior College students took over the operation of KOY May 11 after being coached in their duties by regular staff employes. Left to right are Margaret Haymes, student music director; Aaron Dow, student operator with a copy of BROADCASTING; Fred A. Palmer, station manager; Charles Durbee, student manager; W. A. Baldwin, president; Leonard Barvitz, student sales manager; Nan Redd, student announcer; Mary Anne Douglas, student secretary; and James DeSauza, student program director.

## WOKO's Murals

ULTRA-modernistic photo murals feature the modernized studios of WOKO in the Ten Eyck Hotel, Albany. Massive photographic panels, presenting an eye-picture sequence of interesting scenes and buildings in the Capitol City of New York State, are attracting hundreds of visitors to the studios. The murals are 66 inches deep and of varied width. They were made by Photographer Ralph MacDougall. Harold E. Smith, general manager of WOKO, a camera enthusiast, cooperated in the selection of scenes and points represented.

## FTC Takes Action

THE FEDERAL Trade Commission has ordered a number of manufacturers and dealers in radio sets and parts to cease unauthorized use of brands or simulations of prominent radio concerns. Among names used by the companies cited by the Commission are Marconi, Edison, Bell, Victor, Majestic, Brunswick, RCA and GE. Unauthorized use of the names was declared by the Commission to constitute unfair competition.

WELCH GRAPE JUICE Co. has stipulated with the Federal Trade Commission that it will cease inferring that its product is a cure for excess weight and making certain other claims.

## *Cassandra* Suit

CONTENDING that their script of the serial drama *Cassandra* was being used without permission, Wilford Smith and Travis Moore, writers, have filed a $25,000 damage suit in the Los Angeles Superior Court against the Don Lee Broadcasting System and others in that city. Plaintiffs in their suit asked that the network be restrained from further broadcasts of episodes. Executives of the network maintained that the serial was authored by True Boardman. Serial, sponsored by Sylmar Packing Corp., switched from the Don Lee to the CBS Pacific Coast network on May 25.


Our MILLION* Spends Too !!

KUOA The 2500 Watt Voice of the Ozarks

Siloam Springs, Arkansas
(*) CORRECT!!



IT MUST BE THE CHINESE IN HIM!

The other day we heard about an Eastern guy who selects his radio stations all over the country by seeing which ones he can hear *in New York!* . . . WHY NOT IN CHINA??? . . . Of course that would eliminate WAVE and our 1,132,692 Louisville-area listeners. . . But then he'd have at least a "theoretical chance" to pick up 200,000,000 Chinese—FREE! Good gosh, boys—he can't afford to miss *them*—and so can you! . . . N. B. C.

*National Representatives:*
*FREE & PETERS, INC.*

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

PROGRAMS TO FIT YOUR PRODUCT

- Increase sales by having WCAE build a program to fit your product.
- Late in March, "A Night at the Inn" was among WCAE's new local commercials.
- Two national publications gave the premiere glowing reviews and said essentially the same as a Pittsburgh radio editor who wrote—"Congratulations to WCAE's program director for writing a show that fits perfectly the sponsor's product."

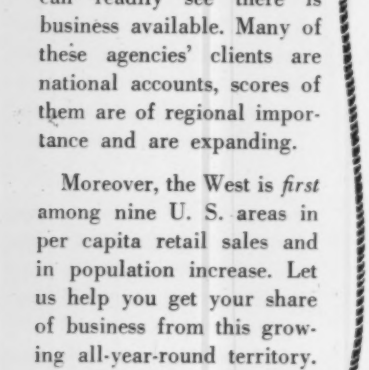
WCAE
PITTSBURGH · BASIC NBC RED NETWORK
National Representatives - HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

BEST EQUIPPED
to serve you
in the 11 WESTERN STATES

For thorough and dependable representation in the West, the Walter Biddick Company is best equipped to give you 100% service.

Our eight full-time salesmen call regularly on agencies and advertisers in the entire territory. Since there are over 250 advertising agencies in this section you can readily see there is business available. Many of these agencies' clients are national accounts, scores of them are of regional importance and are expanding.

Moreover, the West is *first* among nine U. S. areas in per capita retail sales and in population increase. Let us help you get your share of business from this growing all-year-round territory.



Walter Biddick Co.
RADIO STATION REPRESENTATIVES
Los Angeles . San Francisco . Seattle


## TRANSCRIPTIONS

GORDON BUTLER Radio Productions has been opened in the Melba Bldg., Dallas, to offer a recording and radio production service. It also has an Artists Bureau under the direction of Miss Jean King.

HARRY MEYERSON has been made West Coast manager of the transcription and RCA-Victor recording department of RCA in Hollywood, succeeding W. Arthur Rush, who recently resigned to become Pacific Coast Manager of the Columbia Concert Corp., that city. Myerson was associated with the RCA office in New York before coming to the west coast.

COLUMBIA TRANSCRIPTION SERVICE, New York and Chicago, a division of American Records Corp., is the new name of Columbia Phonograph Co. The Chicago branch has just completed redecorating and modernizing its studios and offices.

CONSOLIDATED Transcription Library, Los Angeles, owned and operated by Bert A. Phillips, and Frank Ausman Inc., Hollywood transcription producers, have merged with headquarters at 6103 Melrose Ave., in the latter city. Concern will be known as Consolidated Transcription Library, and will produce its own dramatic shows and do general transcription work. Organization has also established a script bureau with Ula Holt in charge. It will be operated as a sales department for free lance writers. Henry Caldwell, formerly recording engineer of Fanchon & Marco School of the Theatre, Los Angeles, has been brought in as assistant recording engineer. Being added to the library service is a new 120 episode five-minute dramatic serial, *Thrills in Sports*, written by Howard Langley, *Los Angeles Examiner* sports writer. Frank Bull, sports announcer, is commentator. Concern is also cutting 160 five-minute episodes of *Voice of Superstition* and a 60-episode quarter-hour serial *Affairs of Patty*.

MERTENS & PRICE Inc., Los Angeles radio feature service, has appointed representatives abroad as well as in this country. Broadcasting Program Service, Marseilles, France, will represent them in Europe, Africa and Asia. A.C.O.R.T., Buenos Aires, has taken over South American representation and will also reproduce the various Mertens & Price Inc., transcribed shows in Spanish and Portuguese for Latin-American distribution. Harold S. Chamberlin & Associates, St. Paul, Minn., has been made Northwestern states representative. Ralph Rogers, president of Associated Radio Writers Inc., has taken personal charge of eastern sales and service.

CAPT. MURRAY G. REES, retired after 18 years in the Army, has joined Grombach Productions Inc., New York program producers.


WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
*And on the*
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA


### Calo Placing Discs

CALO DOG FOOD Co., Oakland, is just finishing the cutting of 13 five-minute *Calo Newshound* transcriptions, on behalf of Calo Dog and Cat Food, using Archie Presby, NBC announcer, as commentator. Records are for general release. Emil Brisacher & Staff, San Francisco, is placing the series.

## Disc Series for Utilities Auditioned in the East

A NEW transcription series, designed to promote the use of electricity in the home, will be started on the air in a number of cities on Sept. 27, in each case sponsored by the local electrical company. Titled *Phenomenon*, the program deals with the adventures of a young electrical engineer who, through the invention of an eccentric scientist, is transported back through time to visit Cleopatra, Napoleon, Queen Elizabeth and other great historical characters. Recorded in the World studios in Hollywood, the series features such movie personalities as Jean Colbert, who plays the feminine lead and who has also been heard on a number of *Cavalcade of America* broadcasts, and Claude Rains as Napoleon, and is announced by Hugh Conrad, announcer of the *March of Time*.

The program was written and developed by KMBC, Kansas City, whose special program representative, George E. Halley, is now auditioning it for power and light companies throughout the East. Cost of the feature, which will be broadcast five quarter-hours weekly, ranges from $50 to $415 weekly, depending on the population of the market, station coverage and number of meters the company has. Sponsors are urged to broadcast the series at a time when the entire family can listen in, preferably in the early evening hours. Numerous merchandising tieins have been arranged, such as free copies of the *Boston Gazette & Country Journal* for March 12, 1770.

What is possibly the longest audition on record was held by Dr. Halley in Cincinnati, he reports. Three officers of the Cincinnati Gas & Electric Co. came in at 4 o'clock to listen to a couple of episodes, got interested in the story and kept on listening until 9, when they had heard all 20 of the recordings Halley had with him.

CONTRACTS for *NBC Thesaurus* service have been signed by WIS, Columbia, S. C.; WCSC, Charleston, S. C.; KICA, Clovis, N. M.; KMJ, Fresno, Cal.; and LR4, Radio Splendid, Buenos Aires. Renewals for the service have been received from WWVA, Wheeling; WFAA, Dallas; KTBS, Shreveport, and KFJZ, Fort Worth.

ADVERTISERS' Recording Service Inc., New York instantaneous recording company, announces that John Mayo has been appointed sales manager. Mr. Mayo has been in radio in various capacities for nine years with CBS and NBC as well as WNOX, Knoxville.

## NBC Transcription Sales Expand 58%

### Thesaurus Service Enlarged To 15 Features a Week

SALES of the NBC transcription department for the first quarter of 1937 exceeded those for the same period of 1936 by 58% according to figures just released. The network's revenue from its transcribed programs for the first three months of this year totaled $146,516; last year for the same time sales amounted to $92,353, and in 1935, the department's first year on a commercial basis, $33,261.

Following up this increase, the department is this month launching an intensive promotion drive, the first step of which will be the publication of a new recorded program service catalogue, due off the presses in time for distribution at the NAB convention in Chicago June 20-23.

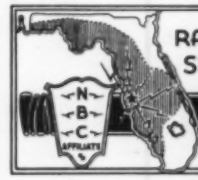
In preparation for this campaign the NBC Thesaurus, syndicated transcription service, has been enlarged and revised to bring its schedule up to 15 features a week. These range from once-a-week to six-times-weekly programs, totaling nearly 20 hours of weekly entertainment. The new schedule goes into operation June 21. Organized early in 1934, the NBC transcription department began commercial operations as of Jan. 1, 1935. Its functions are the creation, production and sale or lease of recorded programs for use by stations, agencies, advertisers and artists, for broadcast or reference purposes.

#### Three Types of Service

Output of the department falls into three general catagories: (1) Syndicated recorded programs, chiefly the Thesaurus library of nearly 2,000 recordings, which contain entertainment but no commercials and which are leased to stations or national advertisers; (2) recorded commercial programs, which may be custom-built shows produced by NBC, agency or client-produced shows with NBC furnishing only the studios and recording equipment, or simultaneous "wireline" recordings of live shows which are recorded during their broadcasts over the network or one of its stations; and (3) the reference recording service, which provides inexpensive instantaneous recordings suitable for audition or reference purposes.

The NBC transcription department was organized in New York by C. Lloyd Egner, formerly of RCA Victor, who is present manager. Frank C. Chizzini is assistant manager in charge of sales and Reginald Thomas is productoin manager. The Chicago office is headed by Maurice Wetzel, assisted by E. M. Young.

BROADCASTING of Notre Dame University's football games next fall will be continued on noncommercial basis, Elmer Layden, director of athletics, has announced.

RADIO STATION WFLA
STUDIOS TAMPA • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

# FCC Orders Hearings Into Charges

(*Continued from page 20*)

calling upon George S. Smith and Paul M. Segal to show cause why they should not be suspended, disbarred, their right to practice before the Commission revoked, or their further appearance as before this Commission prohibited:

ORDER

In a regular meeting of the Federal Communications Commission, May 19, 1937:

WHEREAS, The Commission having conducted an investigation into the facts and circumstances concerning the alleged unauthorized and unlawful interpolation of documents into the records of the Commission in the case of Richard M. Casto, Docket 4212, and having inquired into the demeanor, good faith and conduct of Paul M. Segal and George S. Smith, attorneys for the said Richard M. Casto, in the making and prosecution of the application in the said case: and

WHEREAS, The Commission having further inquired into the demeanor, good faith and conduct of said Paul M. Segal and George S. Smith in connection with the organization of and filing of applications with the Commission by or for the Palmer Broadcasting Syndicate, Inc., and

IT APPEARING That the demeanor, good faith, and conduct of the said Paul M. Segal and George S. Smith may constitute unbecoming, unethical and unprofessional conduct and demeanor as practitioners before this Commission; may constitute concealment in obtaining admission to practice before the Commission of material facts with reference to their legal qualifications, professional standing, character or integrity; or may constitute a violation of their oaths taken upon admission to practice before the Federal Communications Commission, that they would demean themselves as practitioners before the Commission uprightly and according to law, and that they would support the Constitution of the United States and would conform to the Rules and Regulations of the Commission, and

IT APPEARING That charges should be preferred against the said Paul M. Segal and George S. Smith, affording them an opportunity to be heard as to why they and each of them should not be suspended, disbarred, or their right to practice before the Commission revoked, or their further appearance as attorneys before this Commission should not be prohibited;

IT IS ORDERED, That charges be and they hereby are preferred by the Commission against the said Paul M. Segal and George S. Smith for alleged unbecoming, unethical and unprofessional conduct and demeanor; for the alleged concealment in obtaining admission to practice before this Commission of material facts with reference to their legal qualifications, professional standing, character or integrity; or for the alleged violation of their oaths taken upon admission to practice before the Federal Communications Commission, that they would demean themselves as practitioners before the Commission uprightly and according to law, that they would support the Constitution of the United States and would conform to the Rules and Regulations of the Commission, in the following particulars, to wit:

1. That the said Paul M. Segal and George S. Smith did, on or about the 9th day of December 1936, knowingly and with intention to deceive, interpolate, or aid and abet in the interpolation of, certain signed and notarized depositions into the files of the Commission in the case of Richard M. Casto, Docket 4212, contrary to the Rules and Regulations of the Commission.
2. That the said Paul M. Segal and George S. Smith did represent said Richard M. Casto in the preparation and filing of his application for a radio station construction permit and in hearings before this Commission on such application, all of which was done with the knowledge that the said Richard M. Casto was not the true applicant, that he did not own the funds as represented, and that he was a subterfuge or dummy applicant for another person, or persons, all of which was done to deceive and mislead the Commission in its consideration of the said application and other applicatons; and to hinder and delay other applicants from obtaining or operating under authorizations of this Commission.
3. That the said Paul M. Segal and George S. Smith did conceive, organize and cause to be chartered the Palmer Broadcasting Syndicate, Inc., for the purpose of using said Palmer Broadcasting Syndicate, Inc., as a dummy applicant for authorizations from the commission, and for the purpose of deceiving and misleading this Commission in its consideration of applications to be filed by the Palmer Broadcastng Syndicate and applications of other applicants, and to hinder and delay other applicants in obtaining or operating under authorizations of this Commission.
4. That the said Paul M. Segal, and George S. Smith did knowingly and with the intention to deceive have the said Palmer Broadcasting Syndicate, Inc., file applications before the Commission for stations or construction permits at Portland, Maine, Lewiston, Maine, and Cheyenne, Wyoming, for the purpose of deceiving and misleading the Commission in its consideration of said applications and applications of other applicants, and to hinder and delay other applicants in obtaining or operating under authorizations of this Commission.

IT IS FURTHER ORDERED, That the said Paul M. Segal and George S. Smith shall file with the Commission within thirty-one days from the date hereof their several answers under oath to the foregoing charges, which shall include a statement as to whether they wish to appear and be heard thereon.

IT IS FURTHER ORDERED, That the Commission enter upon a hearing, at a time and place hereafter to be fixed, to determine the truth or falsity of the said charges, and to determine whether the said Paul M. Segal and George S. Smith and each of them should be suspended, disbarred, their right to practice before the Commission revoked, or their further appearance as attorneys before this Commission prohibited.

A copy of this order shall be forthwith served upon the said respondents, Paul M. Segal and George S. Smith.

### Mr. Segal's Statement

Following is the full text of the statement of Paul M. Segal, Washington attorney, issued May 20 upon release by the FCC of its order:

"Telegraph Commissioner George H. Payne after a preliminary investigation of which he had charge has requested that the Federal Communications Commission hear evidence on charges of improprieties on the part of my associate George S. Smith and myself.

"Of course, the Commission in the face of such charges owes it to itself to hear the testimony and find out the facts. The proceeding by way of citation for disbarment is the only formal proceeding available for this purpose under the commission's regulations.

"Both Mr. Smith and I are confident that our conduct as practitioners and lawyers will bear any scrutiny by the commission or by any of the courts before which we have practiced for many years. We also feel certain that Commissioner Payne's colleagues on the Federal Communications Commission will give us a prompt and fair hearing and the vindication to which we are entitled. We intend to give every cooperation.

"In the instance of Mr. Smith, matters of which he is accused have been thoroughly investigated in a previous informal proceeding by the full Commission, after which a letter was written him which, although it reprimanded him, said in part:

". . . we do not find that you should be cited to show cause why you should not be disbarred or suspended from practice before this Commission.

"As for the accusation against me, my conduct in connection with the matter has been entirely proper and consistent with a sound administration of law. The most simple explanation on my part will show this. I can only express regret—and I feel that Commissioner Payne's colleagues have not been told—that I have had no opportunity to relate the facts to the investigating committee headed by Commissioner Payne prior to the recent and present publicity. Had I been extended an opportunity to clear up the facts for the committee I am sure the disbarment proceedings would not have been brought.

"On May 3, 1937, a Commission attorney told me over the telephone that I would be given an opportunity to appear before Commissioner Payne's committee; he agreed to telephone back to make definite arrangements for my appearance; I have not heard from him."

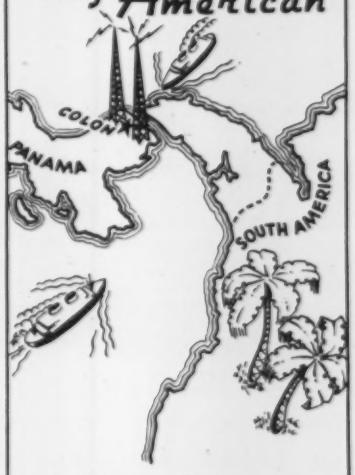
---

TO CELEBRATE the first aniversary of its *Saturday Night Swing Club* on June 12, CBS wil broadcast a full hour of swing music.


STANDARD RADIO INC.
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO



RICH PANAMA
and the
CANAL ZONE
buy American




.... and they buy goods and services advertised over Central America's newest and most modernly equipped station.

HP5K-HP5O
LA VOZ de la VICTOR
•COLON Republic of PANAMA•
1440 and 6005 KCS. • RCA EQUIPMENT
(SIMULTANEOUSLY) NBC THESAURUS

They'll listen

IF THEY LIKE IT!

EVERYONE in the show business knows that you can't pack the house unless the show's a "Wow" . . . and that's the way it is in Radio. There are 582,551 families listening to radio in the WHAS proven primary listening area . . . a $607,768,000 retail trade market . . . We can reach everyone of these homes, day or night . . . but remember—it's the show they listen to, and . . . they'll listen if they like it!

WHAS

*Represented Nationally by Edward Petry & Co.*
*Owned and Operated by The Louisville Times Company*
Publishers of
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

# NAB Procedure for Convention

(*Continued from page 13*)

win, in checking on elections of the last two years, has concluded that the term of F. M. Russell, NBC Washington vice-president, also expires with this convention and that he must stand for reelection [BROADCASTING, May 1].

The nominating committee probably will be named by President Myers in advance of the convention, under the new procedure. Since the nominations will be in order on the second day instead of the last day, this committee is expected to have its work done before the opening gavel. Results of the elections will be announced during the afternoon of the second day. This procedure was adopted in order to get out a maximum vote, whereas in the past it has been found that many voting delegates have left before the concluding day.

### Increase in Dues

The NAB membership will be called upon to vote on a 50% increase in dues during the convention. Last year this proposal was up but it was found that the requirements of the by-laws, making mandatory notice of any changes 30 days in advance of the convention, had not been complied with. Notice on the change was sent out to the membership by Mr. Baldwin on May 20—exactly a month before the opening of the convention.

Stations operating full time now pay as dues their highest quarter-hour rate each quarter, with part-time stations paying less on a pro-rata basis. The 50% increase would be effected by increasing these payments to a bi-monthly basis, or six times a year. Whereas the association now takes in approximately $80,000 annually from its some 400 members, the 50% increase would result in an annual budget of about $120,000.

The revised agenda, in its tentative form, provides for opening of the convention with the annual golf tournament on Sunday, June 20, for the BROADCASTING Magazine Trophy. Details have not yet been worked out but are in the hands of the local committee, of which Glenn Snyder of WLS, has been named temporary chairman, pending a meeting of the committee.

The first day's business sessions on Monday, June 21, will include an address by a Washington official identified with radio — possibly a member of the FCC or a member of Congress. President Myers, Treasurer Hough and Managing Director Baldwin also will submit their reports at the opening session. Copyright, legislation, commercial practices and other aspects of the broad national radio scene will be covered by Mr. Baldwin.

Committees will be appointed at the morning session by President Myers and, under present plans, the afternoon session will be devoted to committee reports and discussion.

Tuesday will be given over largely to the elections, with the results announced in the afternoon. Certain committee reports—probably that of the Engineering Committee dealing with current allocations problems — will be given in any open time, with accompanying discussions. The annual banquet, usually held on Tuesday nights, will be deferred until the closing session Wednesday, at which time the BROADCASTING golf trophy will be presented to the winning broadcaster. The Braddock-Louis heavyweight championship bout takes place Tuesday night, necessitating postponement of the banquet.

Resolutions for consideration of the convention membership probably will be fitted into the Tuesday afternoon sessions. The fact that the commercial aspects of the sessions will not take place until Wednesday means that resolutions dealing with industry business subjects must await conclusion of that day's sessions.

### Cost of Research

An elaborate commercial section session has been arranged by H. K. Carpenter, WHK-WJAY, Cleveland, chairman, for the final day. Two industry speakers—one from an advertiser and the other from an agency—are yet to be selected. Preliminary plans for the day were mapped at the meeting of committee heads of the Commercial Section with Mr. Baldwin in Chicago May 18-19, at which it was also decided that the NAB Research Committee, functioning with the Association of National Advertisers and American Association of Advertising Agencies, should continue its operations.

The Research Committee concluded it would recommend to the NAB Board of Directors that the trade association contribute its share of the expenses involved in the maintenance of the Joint Committee on Radio Research, comprising five members each from the NAB, ANA and AAAA—settling for the present an issue of some importance. The Committee also concluded it would recommend that a research expert be appointed for the NAB staff, to handle not only NAB aspects of the Joint Committee's work toward creation of a radio audit bureau but also to function in other capacities pertaining to the association's business index.

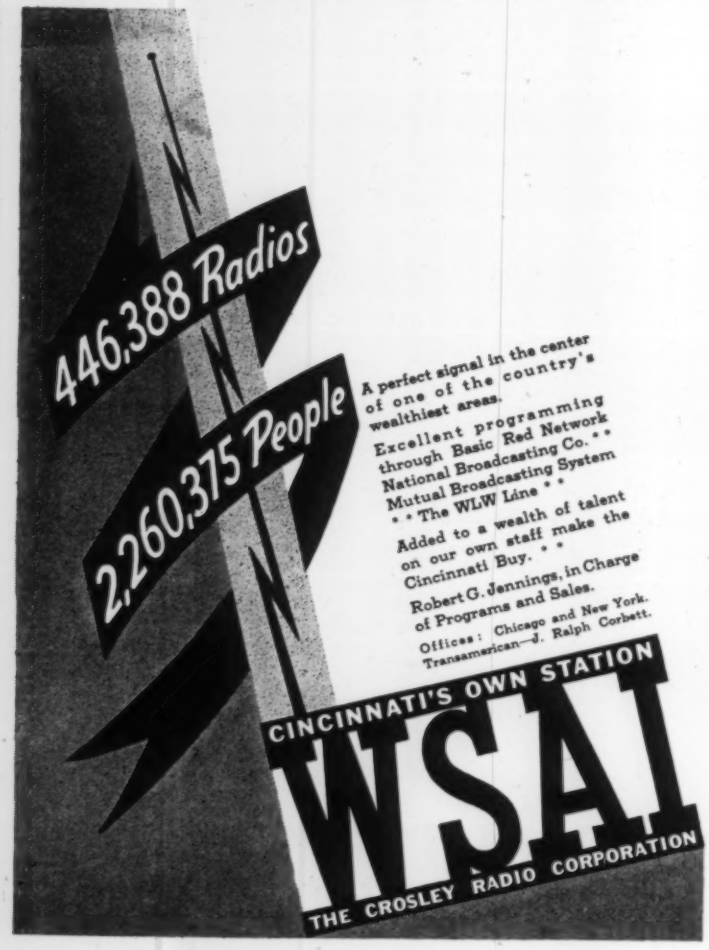
Expenses of the Joint Committee have been borne by NBC and CBS, the former having contributed $20,000 two years ago, with CBS donating half that sum. At the last convention the board authorized the NAB to contribute $10,000 if, as and when needed, but this fund has not yet been advanced by Mr. Baldwin or the committee. Just what amount the NAB would be called upon to contribute under the new recommendations must be determined by the Board, but the figure is expected to be between one-third and one-fourth of the aggregate budget.

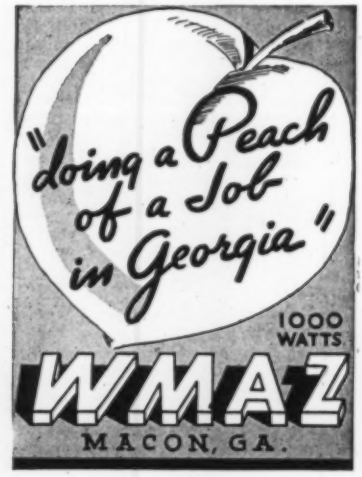
At the May 19 session plans for the convention agenda were discussed. In addition to Mr. Carpenter and Managing Director Baldwin, those present included John J. Gillin Jr., WOW, chairman committee on Radio Promotion; Carl M. Everson, WHKC, acting chairman, Committee on National Sales Methods & Costs, appearing for John F. Patt, WGAR, who has resigned; and L. H. Avery, WGR-WKBW, acting chairman, Sales Managers Division, named to fill the post vacated by J. Buryl Lottridge, former KOIL-KFAB sales manager. Martin Campbell, WFAA, chairman on the Committee on Standardization of Sales Forms, was absent.

Members of the Radio Research Committee who participated in the parley included Mr. Church; W. J. Scripps, WWJ; John Elmer, WCBM; H. K. Boice, CBS; J. O. Maland, WHO, and Roy C. Witmer, NBC. T. C. Streibert, WOR, also a member of the Committee, was absent. Paul F. Peter, secretary of the Joint Committee on Radio Research, told the committee of the work of the cooperative group to date.

Attendance of voting delegates may be diminished somewhat by virtue of the fact that the FCC Broadcast Division has scheduled hearings through the convention period. The FCC has not yet decided upon a summer recess, but it is likely that the regular hearing docket will be suspended in July after Labor Day.

ROSS-MAYS SYNDICATED FEATURES, specializing in advertising and radio features, has been established at 6715 Hollywood Blvd., Hollywood. Organization is headed by Audrey Mays, formerly chief continuity writer of KRKD, Los Angeles, and Larry Ross, former Chicago advertising executive.


446,388 Radios
2,260,375 People
A perfect signal in the center of one of the country's wealthiest areas.
Excellent programming through Basic Red Network National Broadcasting Co. • • Mutual Broadcasting System • • The WLW Line • •
Added to a wealth of talent on our own staff make the Cincinnati Buy. • •
Robert G. Jennings, in Charge of Programs and Sales.
Offices: Chicago and New York. Transamerican—J. Ralph Corbett.
CINCINNATI'S OWN STATION
WSAI
THE CROSLEY RADIO CORPORATION



## NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

### New Business

HEMPHILL Diesel Engineering School, Boston, on May 23 began six 15-minute programs, *The March of Diesel*, Sun., on five Yankee stations (WNAC, WEAN, WCSH, WFEA, WSAR). Agency: R. H. Alber Co., Los Angeles.

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap), on May 6 began 32 participations in *Yankee Network News Service*, five days weekly. Agency: Benton & Bowles, Inc., N. Y.

GROUP OF AMERICAN BANKS on June 4 starts summer symphonic series with Ferde Grofe on 38 CBS stations, Fri., 10-10:30 p. m. Agency: The Wessel Co., Chicago.

### Renewal Accounts

STERLING PRODUCTS Inc., New York (Phillips Facial Cream), on June 14 renews *How to Be Charming* on 32 NBC-Red stations, Mon., Wed., Fri., 11:30-11:45 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Inc., New York (Dr. Lyons Toothpowder), on June 14 renews *Backstage Wife* on 22 NBC-Red stations, Mon. thru Fri., 11-15-11:30 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

FIRESTONE TIRE & RUBBER Co., Akron (tires), on June 7 renews *Voice of Firestone* for 52 weeks on 63 NBC-Red stations, Mon., 8:30-9 p. m. Agency: Sweeney & James Co., Cleveland.

S. C. JOHNSON & SON Inc., Racine (wax), on July 5 renews *Fibber McGee and Molly* for 52 weeks on 51 NBC-Red stations, Mon., 9-9:30 p. m. (EDST). Agency: Needham, Louis & Brorby Inc., Chicago.

AMERICAN TOBACCO Co., New York (Lucky Strike Cigarettes), on July 2 renews *Your News Parade*, featuring Edwin C. Hill, for 13 weeks on 77 CBS stations, Mon. through Fri., 12:15-12:30 p. m., repeat 2:30 p. m. Agency: Lord & Thomas, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on June 26 renews *Your Hit Parade* for 5 weeks on 90 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

PONTIAC MOTOR Co., Pontiac, Mich. (automobiles), on July 12 renews *News Through a Woman's Eyes* on 47 CBS stations, Mon., Wed., Fri., 2:2:15 p. m. (EDST) (repeat, 5:30 p. m.). Agency: McManus, John & Adams Inc., Detroit.

### Network Changes

PROCTER & GAMBLE Co., Cincinnati (Chipso), on June 4 adds a Friday period to *Personal Column of the Air* on 18 NBC-Red stations, Mon. thru Thurs., 4:15-4:30 p. m., on NBC-Blue, Mon. thru Fri., 11:30-11:45 a. m.

REGIONAL ADVERTISERS Inc., on June 1 adds KDYL, KFI, KGW, KOMO, and KHQ to NBC network carrying *The Mystery Chef*.

CAMPBELL SOUP Co., Camden, N. J., (tomato juice) will shift its rebroadcasts of *Ken Murray* on CBS beginning June 2 from 12:30-1 a. m. to 11:30 p. m. — 12 m. (EDST). Agency: F. Wallis Armstrong Co. Inc., Philadelphia.

GENERAL FOODS Corp., New York, on July 4 replaces Jack Benny & Mary Livingstone with Don Ross and Jane Froman, NBC-Red, Sun., 7 p. m.

GALLENKAMP STORES Co., San Francisco (shoes), on May 23 shifts *True Detective Mysteries* from the NBC-Pacific Blue to Red network and changes time from Fri. 8:30-9 p.m., (PST) to Sun., 6-6:30 p.m. New lineup includes KPO, KFI, KERN, KFBK, KMJ, KWG.

PRINCESS PAT Ltd., Chicago (cosmetics), on May 16 added KGW to stations carrying *A Tale of Today* Sundays, 2:30-3 p. m. (PST).

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm), on June 4 switches *The First Nighter* from NBC Hollywood to Chicago.

STERLING PRODUCTS Corp., New York (Phillips tablets) on June 4 adds Friday program to *Lorenzo Jones* on NBC-Red, Mon. thru Thurs., 4-4:15 p. m.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on May 14 moved *Vic & Sade* from NBC-Blue, Wed., 10-10:15 p. m. (EDST), to 28 NBC-Red stations, Fri., 10:45-11 p. m. (EDST).

ACME WHITE LEAD & COLOR WORKS, Detroit (paint), will sign off *Acme Sunshine Melodies* for the summer on July 4 and will resume for 52 weeks on Aug. 29 on 20 NBC-Red stations, Sun., 5:30-6 p.m. (EDST). Agency: Henri, Hurst & McDonald Inc., Chicago.

NASH-KELVINATOR Corp., Detroit (Kelvinator refrigerators), on June 5 adds 6 stations (WADC, WHIO, WIBX, WNAX, KTUL and KSCJ) to its *Professor Quiz* schedule, bringing the total to 67 CBS stations, Sat., 8-8:30 p. m. adding rebroadcast at midnight.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on June 29 replaces *Oakie College* on CBS, Tues., 9:30-10:30 p. m. with musical program featuring Benny Goodman, Tues., 9:30-10 p. m.

FORD DEALERS OF AMERICA, Detroit (automobiles), on June 20 moves *Universal Rhythm* from 13 CBS stations, Sat., 7:30-8 p. m. to 96 CBS stations, Sun., 9-10 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

### A Yankee Always

LISTENERS of WHK, Cleveland, were startled the other day when they heard the announcement: "This is WHK on the Higbee Store, Boston." Reason: Guy Wallace, newest addition to the announcing staff of WHK-WJAY, forgot he was no longer with the Yankee Network. Wallace formerly was with WCAU also.

### Radio Salutes

WHEN the Hollywood Chamber of Commerce gives its first salute to radio June 10 from Warner Bros. First National Studios, Donald W. Thornburgh, CBS Pacific Coast vice-president and Don E. Gilman, NBC western division vice-president, will be among the guest speakers. Other guests will include Ford Billings, manager, KEHE, who is also general manager of the California Radio System; Victor Dalton, owner, KMTR, and Harry Maizlich, general manager, KFWB, all Hollywood stations. Otto K. Oleson, head of Otto K. Oelson Recording Studios and president of the Hollywood Chamber of Commerce, is to preside. John M. Dolph, CBS executive, is in charge of speakers' arrangements for the affair. Mr. Maizlish has charge of entertainment.

LETTERS to 1600 school teachers, Chicago were sent out by the Chicago Motor Club calling attention to its new programs on WBBM. McJunkin Advertising Co., Chicago, handles the account.

### Great Lakes Fair Opens

A SCHEDULE of daily broadcasts from the 1937 Great Lakes Exposition at Cleveland over MBS calling for approximately an hour a day during the summer was launched May 29 when the network broadcast the fair's official opening. CBS also made a half-hour broadcast from the exposition on the opening day, with Larry Roller of WHK describing the scene and interviewing celebrities.

### Magazine Plans

*TRAILER TRAVEL* magazine, Chicago, is planning a spot radio campaign to begin this fall. Stations at first will probably be confined to midwestern area.


WBNS
COLUMBUS, OHIO
best for test!
As of May 15, 1937, 24 National Spot Advertisers Now Using WBNS, Columbus, O.
ONLY CENTRAL OHIO CBS OUTLET
Reps. JOHN BLAIR AND CO.

"A Blind Spot" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania
You MUST Use
WFBG
Altoona • Pa.

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS
FOR DOMINANT NEWS COVERAGE

TO SELL DETROIT
You Must Use
WJBK

YOU must reach not only the English-speaking population in the Detroit area, but also the very large* foreign-language group within its borders. And the most effective and economical way to do this job is by augmenting your English programs with foreign-language programs over Station WJBK. This station blankets Metropolitan Detroit, enjoys the largest audience of foreign-language listeners of any radio station in Michigan, and gets YOUR message to that audience without waste coverage.

** 755,786 Detroiters are either foreign-born or of foreign or mixed parentage.*

WJBK
JAMES F. HOPKINS, *Manager*
ROESLER & HOWARD, *Foreign Language Representatives*

## Brander Tests Radio

BRANDER Co. Inc., New York, is testing radio in New York as an advertising medium for its No. 7 Sunburn Lotion. Sponsor is using a live talent serial, *Sally at the Switchboard*, broadcast for a quarter-hour in the afternoon twice weekly on WMCA, New York. A letter-writing contest, with weekly prizes for the best letters telling of the efficacy of the lotion and accompanied by proof of sale, will shortly be launched in connection with the broadcasts. If the New York test proves successful program will be extended to other cities. Norman H. White Jr. Inc., New York, is the agency.


LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York


## Venard Joins WCKY

Mr. Venard

LLOYD GEORGE VENARD, sales promotion manager of WGAR, Cleveland, has resigned that post to become director of sales and merchandising of WCKY, Cincinnati, effective June 1, according to an announcement by L. B. Wilson, president of the Cincinnati station. With the Cleveland station for several years, Mr. Venard has been prominently identified with radio sales and sales promotion. Many innovations in radio merchandising in the Cleveland area were credited to him and he has written a number of articles on the subject, several of which have appeared in BROADCASTING.

Mr. Wilson announced also that WCKY probably would be on the air with its new 10,000 watt RCA transmitter on June 25.

## Sidney to Hollywood?

OFFICIALS at WHN, New York, have refused to comment on the persistent rumor that Louis K. Sidney, general manager of the station, will resign in the fall to take charge of a radio program to be produced in Hollywood by Metro Goldwyn Pictures Corp., featuring M-G-M stars. Howard Dietz, advertising manager of the company, told BROADCASTING that such a program was being considered but that no definite plans had been made.


*When It's Playtime*
*In The Rockies . . .*

BUSINESS BEATS DOUBLE-TIME

● This summer 400,000 people will visit the Pike's Peak region to enjoy cool vacations . . . in three months they'll spend $15,000,000 . . . keep them asking for your products through KVOR.

KVOR CBS Full Time 1000 Watts
COLORADO SPRINGS
Under Affiliated Management with WKY, KLZ, and the Oklahoma Publishing Co.
REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY


## WSM DEVELOPING
### Tailor-made Offerings for Autumn Season

EXTENSIVE program building and broadcasting activities during this summer on a sustaining basis, to "build up" tailor-made offerings for the coming fall season, have been undertaken by WSM, Nashville. Taking fewer sustainings from the networks and devoting more and more time to programs originating locally, the station has imported considerable talent and, according to Jack Harris, promotion director, is doing more original broadcasting than ever before in its history.

"Instead of twiddling our thumbs during the hot weather," he said, "we are determined to build as many worthwhile radio shows as possible—to create a neat radio package, to gain for it a following on the station, and then in the fall be able to lay both at the door of the advertiser when he goes out to market for radio bargains."

New artists and staff members are being used in programs recently built and others now being auditioned. One of the new programs is *Symphonic Sketches*, with a staff orchestra of 28 and soloists. Another is *Swinging South*, featuring a swing band and guest stars, as a sort of night club of the air with a Southern motif. Still another is the *Music Encouragement Hour*, a kind of high-toned amateur hour, with teachers of voice, violin and piano nominating the participants. In addition to production programs, the new talent importations are featured in solo acts and smaller groups, to develop new program combinations.

## Series in Southwest

SAMARITAN INSTITUTE, Los Angeles (treatment for alcoholism), is recording a quarter-hour transcription series titled *The Old Judge*, for placement on southwestern stations through Allied Adv. Agencies Inc., that city. List is now being made up. Technical work is being done by Associated Cinema Studios, Hollywood transcription producers.


Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST.


## Expense of Television Will Impede Progress, Asserts Powel Crosley

"A LONG, painful and costly" road ahead for television, with program production costs running 25 to 50 times those of ordinary radio, is predicted by Powel Crosley Jr., president of Crosley Radio Corp., and operator of WLW, in a letter in the June *Atlantic Monthly*. The letter is in the nature of comment on an article on "The Errors of Television" in the May edition of the same magazine by the journalist, Gilbert Seldes, who warned against some of the commercial aspects of prospective television. Mr. Crosley wrote:

. . . I believe that the first television sets will range from $300 to $1,000. The market for them in any given community will be limited to those who can afford such an experimental expenditure. There will be almost a negligible audience, which cannot justify the interest of advertisers for years to come. The cost of production of programs will be from 25 to 50 times as much as the cost of producing radio programs. The cost of the television transmitter will be infinitely greater to cover a given area than a broadcasting station to cover the same area. Every production, with the exception of news events, will be comparable in cost to the production of moving-picture film.

Who is going to pay for this? And who is going to be satisfied or interested in the best that is now available? Far be it from me to suggest that we shall never have television, but I predict a long, painful, and costly road before we have it.

## Slover Interests Apply For New Norfolk Station

APPLICATION for another local station in Norfolk, Va., evidently earmarked for association with the NBC-Blue network when that chain is projected through the South and Southwest, has been filed with the FCC Broadcast Division by the S. L. Slover Corp. of Norfolk. The Slover Corp. is affiliated with the ownership of the *Norfolk Virginian Pilot* and WTAR, present NBC outlet in that city.

The same interests now are constructing a new local station, to have the call letters WRTD, to be operated in Richmond in conjunction with the *Times-Dispatch*, also identified with the Slover interests. This station, to begin operation this summer, already has been signed by NBC as a Blue network outlet.

The new application requests assignment on the 1370 kc. channel with 100 watts night and 250 watts day unlimited time. The only other station in the Norfolk-Newport News area is WGH, full-time local independent. James W. Baldwin, NAB managing director, is the principal owner of WGH.

TO ENABLE studio listeners to know which announcers are on duty, WMBH, Joplin, Mo., has built a cabinet with partitions about two inches apart. In these, slides with staff announcers' names illuminated are mounted.


*Outside Stations Are Not Heard Here Daytimes.*

1000 watts 1260 kc. KGVO Missoula, Montana
*Columbia Broadcasting System Affiliate*

## FCC OKAYS CKLW AS MUTUAL OUTLET

CKLW, Windsor, can continue as the Mutual Broadcasting System outlet in the Detroit area as long as the network desires the affiliation and no other complications develop, insofar as the FCC is concerned.

The FCC on May 20 so informed Congressman Withrow (Progressive-Wis.) in response to an inquiry. Mr. Withrow wanted to know why the people in Detroit were forced to listen to a foreign station for Mutual programs instead of one of the Detroit stations.

While neither Mr. Withrow nor the FCC would make public the correspondence, it is understood the official viewpoint was that it is up to the network to decide what stations it uses as outlets. The FCC pointed out that Mutual has permission to transmit programs to CKLW until December, 1937, at which time another renewal application must be filed for action. Further, it is understood that the FCC suggested that stations in the Detroit area which may desire Mutual service should communicate with that network rather than with the FCC.

Congressman Withrow's letter, among other things, inquired why Detroit stations are not given the opportunity to broadcast Mutual programs, and expressed the view that an American program, broadcast for an American audience, should use American outlets.

The FCC's reply is understood to have stated that no regulations are in force which would prevent the Detroit stations from broadcasting such programs, and that such matters were in the nature of contractual relationships. Moreover, it was pointed out that the FCC has received no protests against the use of CKLW on economic grounds, but that it would give careful consideration to any facts which might be presented in connection with the renewal of the authority to Mutual to transmit programs to CKLW upon expiration of the present authorization on Dec. 1, 1937.

### INS "Time Copy"

SUPPLEMENTING its regular service to radio subscribers, International News Service has inaugurated a mail news release, "Radio Script-News", which is sent out daily except Sunday. The new service comprises six pages of news copy designed to give the station special news features, filler material and background copy on current news events.

### American Mop Tests

AMERICAN MOP Co., Kansas City (Marno Dust Mops) recently began a test campaign over KCMO, Kansas City. Fifty-word announcements are being used 100 times monthly. Bozell & Jacobs Inc., Chicago, handles the account.


**WFIL**
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
*NBC BLUE - MUTUAL*

GOLF WINNER—John Gambling, of WOR, Newark, congratulating Andre Baruch, captain of the CBS team which defeated the golfers of other New York radio groups for the second consecutive year, at the annual tournament at River Vale, N. J.

### CBS Golfers Again Win Annual Gotham Contest

WITH a team score of 598, CBS golfers again walked off with the honors at the second annual radio golf tournament played at the River Vale Country Club at River Vale, N. J., on May 21. Runner-up was the Inter-City network with a score of 602, followed by NBC, who scored 629, with WHN, 641, beating out MBS for fourth place by a single stroke. Individual honors went to Phil Duey, NBC singer, with a low of 79.

The winning team, which now needs only one more victory to gain permanent possession of the River Vale trophy, put up by John Handwig, owner of the club and sponsor of the annual tournament, consisted of Andre Baruch, announcer who captained the team, Fred Rich, orchestra leader, Walter Pierson, announcer, Nick Lucas, guitarist, and Howard Phillips and Buddy Clark, singers.

WMCA-Inter City were represented by William Weisman, vice-president, captain, Ira Herbert, Lew Hyms and Phil Fuss of sales, John M. Littlepage, Washington representative, and Antony Leader, production.

Ben Grauer and Lyle Van, announcers, George Frey, salesman, Carl Hoff, orchestra leader, and Phil Duey, singer, composed NBC's team. WHN was represented by Joe Bolton, announcer, Mort Harris, production chief, Harold Stretch, salesman, and John Murphy of the executive office staff.

Members of the WOR-MBS team, who alibied their last-place spot by saying they didn't want to win the golf balls put up for low scorers by Alfred McCosker, WOR president, were Jack Poppele, chief engineer, Harry Carlson, production manager, Ted Herbert, salesman, John Gambling, announcer, Rudy Roscoe, pianist, and Ed. Clapham of sales promotion.


*In Baltimore, it's*
**WFBR**
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.


### Seek Two in W. Va.

WEST VIRGINIA Broadcasting Corp., licensee of WWVA, Wheeling, on May 28 applied to the FCC for two new stations in that state —one of 100 watts on 1310 kc. in Wheeling and the other of 100 watts night and 250 watts day on 1500 kc. in Charleston. Each city now has only one radio station, the Charleston outlet being WCHS. Fort Industry Co. is listed as 100% stockholder of the West Virginia Broadcasting Co., and it also has interests in WSPD, Toledo, and WMMN, Fairmount, W. Va. The principals in Fort Industry Co. are George B. Storer, president; J. H. Ryan, manager of WSPD, first-vice president and treasurer; George W. Smith, manager of WWVA, second vice-president; H. G. Wall, secretary; A. M. Rowe, WMMN, director.


★
**WATL**
offers you
the greatest
buying audience
in
**ATLANTA**
at
LESS COST
You pay less to get the
BEST Results!

**"YESSIR, THAT'S MY BUILDING TOO, B'GOSH!"**

**Instead of patches on their pants, our Red River Valley farmers have "patches" of real-estate in downtown Fargo. They have both the money and the inclination to buy what you sell in just about the same proportion as well-to-do people in any prosperous section . . . That's why WDAY, though located in agricultural country, also carries so many essentially urban-type accounts. May we—er—elucidate?**

**WDAY, INC.**
N. B. C.
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
**FARGO N. D.**
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT
**Affiliated with the Fargo Forum**

# Shakespeare Plays Arranged by CBS

CBS will present, during July and August, the first major radio production of Shakespeare's plays, using 25 ranking stage and motion picture artists as well as more than 100 other players. The plays will be offered weekly in a cycle of eight one-hour productions using a night hour.

Brewster Morgan, former Rhodes scholar from the University of Kansas and an outstanding Shakespearian director, with experience in England's Oxford Theatre and legitimate productions on Broadway, will be director. A symphony orchestra will offer musical background.

"Columbia is offering this Shakespearian series because of the heightened interest of the listening public in the broadcast of fine drama and to further its development along the high standards now enjoyed in music and increasingly demanded by the American audience," said William S. Paley, president of CBS. He referred to the unusual response of critics and audience alike to such broadcast plays as Archibald MacLeish's *Fall of the City*, written by the Pulitzer prize winner for CBS, and to experimental efforts of the Columbia Workshop and sponsors of other dramatic series in offering drama especially written or adapted for the microphone. "All of this interest by the public and by those in broadcasting, the theater and literature should eventually lead to even finer creative writing and production of a new art," he added.

# *RADIO ASSIGNMENTS OF MUSICIANS CUT*

LIMITATION of radio assignments of individual musicians in order to spread work among members of the Los Angeles Local 47, American Federation of Musicians, went into effect May 30. Ruling, approved by J. W. Gillette, international studio representative of the federation, is similar to the regulations which have been operative in the Hollywood motion picture studios for six years.

Musicians receiving less than $35 per week on sustaining time are now limited to one-and-a-half hours on a weekly transcontinental commercial radio program basis. Musicians earning more than $35 a week are restricted to one weekly program, regardless of the time involved. Members not employed on steady or seasonal engagements will be allowed up to two hours' radio work in a week.

Gillette said that about 100 of the 4650 union musicians were receiving the lion's share of radio assignments. Increase in the number of broadcasts emanating from Hollywood and Los Angeles is expected to bolster employment of musicians.

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NBC stations will be shown in flashing red and blue lights on an illuminated topographical map of the United States as a part of NBC's exhibit at the American Library Association meeting at the Waldorf-Astoria Hotel in New York, June 21-26. Leading public libraries throughout the country will also be indicated on the map to show where broadcasting literature and information are available.

**SURREALISM**—Furnished the motif for a window display used n May by Bullock's, Los Angeles department store, as a tie-in with its weekly half-hour program *New Horizons*, on KNX, Hollywood. Center attraction was a pulsating heart from which a microphone and power tube emerged. Symbolic ears, stars and musical notes added to the effect. *New Horizons*, weekly program which recently started for 52 weeks, features Felix Mills and 20-piece orchestra, guest artists, narrator and featured soloists who have not yet arrived in the "big name" category.

## Late Personal Notes

DR. FRANK N. STANTON, CBS market research specialist, spoke to members of the Wayne University radio technique classes May 24. Dr. Stanton, formerly of the psychology department Ohio State University, told Garnet Garrison's students about current methods of measuring the radio audience and outlined problems still to be solved by new technique.

HARRY MASON SMITH, WBBM commercial manager, spoke on "The Advertising Agency Looks at Radio" before the Advertising Club of Indianapolis May 27.

DON CURRLIN, formerly CBS Hollywood and San Francisco announcer, has joined KEHE, Los Angeles, in a similar capacity. Station has also added Charles A. Cashon to its staff as news writer. He was formerly on the *Los Angeles Examiner*.

BILL HAMPTON, Chicago writer on the Willys Overland MBS *Surprise Party* Sunday nights, will leave for Hollywood June 8 for picture work. He will continue his work for Kay Kyser from the West Coast as well as his special material for *Kaltenmeyer's Kindergarten* and the King's Jesters.

STAN THOMPSON, WBBM operations manager, recently completed a 14-page manual for radio announcers which contains both correct and incorrect announcing techniques.

RADCLIFFE HALL, announcer-production man at WGY, Schenectady, was married May 29 to Miss Gertrude C. Peeples, of Buffalo, former chairman of the Buffalo Broadcasting Co. audition committee.

PHILIP HOUGHTON, student at Antioch College, Yellow Springs, O., has joined the guest relations staff of NBC in Radio City for 10 weeks training, following which he will return to his studies. All students at Antioch alternate school sessions with periods of employment which give them practical experience as well as academic training.

E. L. BENGSTON, formerly of KLZ, Denver, has joined KEHE, Los Angeles, as account executive.

KEN STUART, announcer, has left San Francisco to succeed Mel Roach as master of ceremonies on the *Listen, Ladies*, show at KEHE, Los Angeles.

ROBERT L. EASLEY, formerly of KFDM, Beaumont, Tex., has joined KLUF, Galveston, in the program and technical departments. W. C. Douglas took his place at KFDM. Orvin Franklin, sports announcer of KFDM, has joined KABC, San Antonio.

THOMAS LOEB, formerly of Philadelphia, has joined the microphone staff of WDNC, Durham, N. C. Robert du Four, of Pleasantville, N. Y., a North Carolina U. student, is announcing part-time.

JACK WYATT, formerly of the announcing staff of NBC, New York, has joined WWJ, Detroit.

JAMES E. SWEET, formerly with the *Washington News*, has joined the sales staff of WRC and WMAL, Washington, following the resignation of Vincent Callahan, commercial manager, who has become manager of WWL, New Orleans, and the designation of John Dodge to succeed Mr. Callahan.

EDMOND T. McKENZIE, formerly of the engineering staff of WTBO, Cumberland, Md., WFIL Philadelphia, KPJM, Prescott, Ariz., has joined WJBK, Detroit, to handle remote control broadcasts.

LES WEELANS, musical director of KLZ, Denver, has resigned to join KDYL, Salt Lake City.

## Fills for Phil

AN ANNOUNCER will be starred in a nationwide network program when popular Harry Von Zell pinch-hits for Phil Baker on the Gulf Refining Co. CBS series during the latter's absence from the air-waves this summer. Effective with the broadcast of July 4, and until Baker's return in the fall, Von Zell will serve as master of ceremonies and star of a Sunday half-hour variety program assisted by guest artists. Oscar Bradley's Orchestra will continue during the summer series. Von Zell has announced many network programs, and has established a reputation as a stooge for such comedians as Fred Allen and Baker. This will be his first starring assignment. Young & Rubicam Inc., New York, is agency.

## Resort Series in West

CATALINA ISLAND Co., Catalina Island, started quarter-hour program on KNX, Hollywood, May 21 featuring interviews of Island residents and visitors. Program, called *Happy Catalina Islanders*, is on five times weekly, and was placed through Neisser-Meyerhoff Inc., Chicago.

# Three Stations in Ohio Added by Mutual; Plans For Seaboard Advancing

WITH the acquisition by Mutual Broadcasting System of three Ohio outlets, effective as of Dec. 1, plans still are going forward whereby the network proposes to affiliate a group of stations along the South Atlantic seaboard. Not later than Dec. 1, according to an announcement made by MBS General Manager Fred Weber, WJAY and WHK, Cleveland, and WHKC, Columbus, operated by United Broadcasting Co., will join the network. The addition of the three outlets brings the total number of affiliates to 56.

WHK, now a CBS outlet, becomes an NBC basic Blue station this fall. The exact date for the switch has not yet been definitely set. Simultaneously, WGAR by virtue of arrangements completed nearly a year ago, becomes a CBS outlet. The alignment of the three Cleveland *Plain Dealer* stations with MBS grows out of the switch in the WHK affiliation, it is understood.

It was learned that progress is being made for the affiliation of a number of stations in the Carolinas and Georgia with Mutual, following a conference held with Mr. Weber in Charlotte two months ago. WATL, Atlanta, already is handling an hour of Mutual programs on Sunday night, half of which is commercial. It is anticipated that some definite arrangement may be made on the South Atlantic link this summer, probably for fall inauguration.

Meanwhile, station affiliation activities of NBC and CBS seem to be quiescent. Negotiations are going forward in several quarters, it is understood, but no new contracts have been signed. NBC has been working on plans to expand its Blue network to parallel the Red in the South and Southwest, in the hope of having the complete nationwide unit aligned by fall.

## Hits Interlude Spots

COMPLAINT against the cutting down of standard 15-minute programs, other than network programs, to 14 minutes in order to clear for "spot announcements" was expressed May 27 by Joseph M. Koehler, president of Radio Events Inc. Growing volume of spot business and the resultant inability of many stations to clear time has caused this situation. In the present trend, Mr. Koehler said, this means that a station "sells the last minute of a 15-minute program twice." He said that eventually this might mean that the accepted length of a standard quarter-hour program will actually be 14 minutes with everyone admitting the condition.

## "Carolina Net" Series

A "CAROLINA Network" in which WPTF, Raleigh, and WIS, Columbia, will be the principal stations, is being aligned by Carolina Sales Corp., sponsor of *Southland Echoes* over the former station in behalf of Kelvinator. WPTF will continue to produce and feed the program each Sunday and other sectional stations will be added if they are able to clear time.

## Again Demand Westerner on FCC

*(Continued from page 11)*

represented on the Commission, whose other members are Prall, Democrat, New York; Sykes, Democrat, Mississippi; Walker, Democrat, Oklahoma; Brown, Republican, Ohio; Case, Republican, Rhode Island; Payne, Republican, New York. Payne was reappointed last July for a seven-year term, and Case's term expires on June 30, 1938.

This western group centers around Senator Bone (D-Wash.), who was a leader with Senator Schwellenbach, his Democratic colleague from Washington, and Senator Wheeler (D-Mont.), in an unsuccessful effort to secure the last Republican vacancy for a far western state. They have not yet gotten together but Senator Bone asserted he hoped they would, with Senators from Oregon, California and other western states also participating, to urge that their section of the country be represented. Senator Bone said he could not announce as yet any names of possible candidates that might be set before President Roosevelt, but intimated it would not be difficult to find a "strong Democrat" for such an important post.

It is recalled that Senator Wheeler, and other western Senators once voiced strong objections to two New Yorkers on the Commission, lending to the belief that President Roosevelt may now be persuaded to fill the post with a westerner. On the House side, Rep. Rayburn (D-Tex.), Democratic floor leader who espoused Dr. Stewart's original candidacy, may have something to say about the appointment, and possibly might get behind the selection of his fellow Texan, Mr. Gary, or some other man from his state.

How much weight Senator Wheeler will carry, since he has been at odds with the White House on the Supreme Court issue, is questionable, but he is in the key position of being chairman of the Interstate Commerce Committee which has charge of radio and communications legislation and which will be called upon to consider the appointment before reporting on its confirmation to the full senate. Senator Wheeler and Senator Bone are close friends who work together on much legislation, and Bone is a member of Wheeler's committee.

Inquiry by BROADCASTING developed no definite information that Mr. Driscoll is being considered, although it was learned that he probably would not be averse to taking the post if proferred despite the fact that he now holds a post in Harrisburg paying slightly more than the FCC's $10,000 emolument. He is known to enjoy President Roosevelt's esteem, and it is said he was appointed to his present job last April 1 at a suggestion made by President Roosevelt to Gov. Earle. Senator Guffey (D-Pa.) is said to favor Mr. Driscoll's selection.

Mr. Driscoll, an attorney, was first mentioned in press association reports emanating from Harrisburg, the basis for which he said he did not know. He is 66 years of age, a veteran of the Spanish-American War, a former Wilson appointee as district attorney for western Pennsylvania. He was for many years active in Democratic politics in his state. He was defeated for reelection to the present Congress last fall.

### H. A. Merrick Mentioned

In connection with a possible western appointee, the name of Herman A. Merrick, National Reemployment Service director for the Department of Labor, in Seattle, has cropped up. Mr. Merrick, said to be a practical wire telegraph man, is understood to have the endorsement of Senator Schwellenbach. Whether his name has been broached officially, however, cannot be ascertained.

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## Dunham Awarded Degree

DR. FRANKLIN DUNHAM, NBC educational director, will be honored by St. Bonaventure College June 8 with the degree of Litt. D. Dr. Dunham will also deliver the annual commencement addresses at Ithaca College, Ithaca, N. Y., on June 11 and before the Wellesley Hills high school student body on the Wellesley College campus, Wellesley, Mass., on June 12.

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THE hearing on the proposed transfer of ownership of KTHS, Hot Springs, Ark., to the Tom Barton interests [BROADCASTING, May 15], originally set for June 23, at which local interests have asked to be represented as opposed to both the sale and the proposed removal of the station to Little Rock, has been indefinitely postponed.

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CBS will issue a new rate card dated June 1, on about that date. The card, No. 23, will include the recent changes in the CBS lineup and a number of rate increases.


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535 Fifth Avenue,
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A Radio Script for Every Sustaining and Commercial Need

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# NEW POSTAL TELEGRAPH NIGHT LETTER SERVICE....

*(In Effect June 1st)*

*Saves from 20% to 75% and more depending upon distance and length of message*

● With staggering economies that claim the attention of every executive the new Postal Telegraph Night Letter Service goes into effect, within the United States, as the most important communication development in years.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents...two cents a word!

Take full advantage of the economies the new Postal Telegraph Night Letter Service offers. Use it for business and social messages. Make it a part of your daily correspondence routine. Get an assured next-morning reading of your message. Open the way for an immediate telegraph reply. Call Postal Telegraph for further information.

* **NOTE:** *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

Postal Telegraph

## Lobaknamel Testing

CALIFORNIA LOBAKNAMEL Co., Los Angeles, has placed its account with Allied Adv. Agencies Inc., that city, and to introduce its new enameling process for automobiles, along with other media, on May 17 started a 13-week test campaign on KMPC, Beverly Hills, Cal., using a quarter-hour news period six days weekly. Organization is new to the Pacific Coast, and if campaign is successful, it will be extended to include a list of western stations in a dealer tie-in.

## Don Lee Names Kennedy

FRANK M. KENNEDY has been appointed chief engineer of KHJ, Los Angeles, succeeding Harold G. Peery, resigned. Kennedy has been with KHJ for the last six years as development engineer. Peery was for more than ten years chief engineer of the entire Don Lee Broadcasting System, a post which has been abolished. KHJ is the key of that network. Hudson Lyon after an absence of several months, has returned to the technical department of the station.

## Treason for Tuning

TUNING in Moscow is still a penal offense in Nazi Germany, where a group of alleged Communists last month were sentenced to terms of two to six years in prison for listening to broadcasts from Russia. The court warned all radio fans in Germany to tune carefully away from Moscow, or else. The convictions were on charges of high treason because they listened in groups but the court announced that lone listeners might also face the same penalty.

## Newsmen Assemble

PROF. CHARLES L. ALLEN, newly appointed head of the school of Journalism at Rutgers University, was the featured speaker at the last meeting of the Central States chapter of the American Association of Radio News Editors & Writers held in Chicago May 27. Prof. Allen, who is currently making a survey of news broadcasts in Chicago, spoke on "An Educator Looks at Radio News." The three chief points discussed at the meeting were: (1) Commercial value of news; (2) Discussion of what constitutes objectionable news for radio presentation (led by Al Hollander); (3) number of advisable daily news broadcasts (Ken Ellington). ARNEW members from Indiana, Wisconsin, Iowa and other central states attended the meeting.

## Working on WGTM

CONSTRUCTION of the new WGTM at Wilson, N. C., recently authorized by the FCC to operate with 100 watts daytime on 1310 kc., will start June 1, according to H. W. Wilson, who with Ben Farmer will be licensee of the station. Mr. Wilson operates the Wilson Sound System and Mr. Farmer is a radio construction engineer, who is to supervise the installation of RCA equipment. An Estey organ and UP news service have been ordered.

## ABC of Radio Sales

ROY C. WITMER, NBC vice-president in charge of sales, will describe the function of the sales department of a broadcasting company in a broadcast on June 5 on the Red network. His talk will be one of the *ABC of NBC* series, designed to educate listeners in what goes on behind the scenes in broadcasting.


**Former Station Owner - Manager**

**Seeking new connection, would like to join station looking for new blood. Has capital to invest and excellent record for management and business results. Would particularly like to tackle proposition in good market that needs local and national advertising buildup. Address Box 701, BROADCASTING.**


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*"25 years of Professional Background"*

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Specializing in Problems of Broadcast Transmission and Coverage Development.
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HECTOR R. SKIFTER
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CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

RCA — WORLD WIDE WIRELESS

**FREQUENCY MEASURING SERVICE**
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
***at any hour every day in the year***
**R. C. A. COMMUNICATIONS, Inc.**
*Commercial Department*
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.


# CLASSIFIED ADVERTISEMENTS

**Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance Forms close 25th and 10th of month preceding issues.**

### Help Wanted

Local 250-watt station in Ohio town of 25,000 wants experienced program director. Character references required. Write Box 691, BROADCASTING.

Local Texas station desires announcer. Give full details of experience, picture, salary expected. Box 689, BROADCASTING.

EXPERIENCED SALESMAN WANTED. New 100 watt station. Fine opportunity for advancement. Position as Assistant Manager also open. Box 695 BROADCASTING.

Transradio press operator must have radio telephone first. KFJM, Grand Forks, North Dakota.

### Situations Wanted

Desirous locating with station or advertising organization. 30 years old. 8 years' radio experience, all phases. Also first class license. If personal interview desired will attend NAB Convention. Box 690, BROADCASTING.

Available June 1st. Announcer, 24, three years' experience radio including continuity, sales promotion. Married. Law school degree. Address Box 692 BROADCASTING.

Manager, ten years' experience, large, small stations, reputation showmanship, interested Western, Northern stations, references, willing invest, newspaper radio background, now managing metropolitan station. Box 686, BROADCASTING.

Experienced transmitter engineer and control operator. Age 22. Does not drink. References furnished. Box 688, BROADCASTING.

Six years a successful network station representative. Employed. Fine billing. Would like to join station as commercial or sales manager or agency, developing radio department. Thoroughly qualified. Confidential. Box 693 BROADCASTING.

### Situations Wanted—Cont'd

Licensed first class radio phone operator with engineering ability, graduate of recognized radio school, four years' experience with a 250 watt station of high reputation. Employed at present. Desires to make change; interested in construction engineering. Available on 60 days' notice. Box 698 BROADCASTING.

Announcer-producer. Three years experience. Desires staff position with progressive station. Will record voice for interested parties. Will be in Chicago for Convention. Box 696 BROADCASTING.

Radio news editor: crisp news, vivid dramatizations, unique features. College graduate. Two years experience. Candid references. Box 694 BROADCASTING.

Experienced operator with First Class License desires position with progressive station. Box 697 BROADCASTING.

Radio operator. Broadcasting and code station experience. TWX operator. Knowledge of both codes. Box 699 BROADCASTING.

### For Sale—Equipment

RCA 5A 5KW transmitter complete with 2 sets tubes, 2 water cooling units, 2 plate transformers and antenna coupling unit. Recently overhauled. Box 700 BROADCASTING.

### Wanted to Buy

Want to buy part or whole interest 100 watter or any independent, help manage, references. Box 687, BROADCASTING.

### For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

## EQUIPMENT

WORTHINGTON C. LENT, of the Operations and Engineering Department of NBC, New York, on May 15 was assigned to the Washington Division of NBC for an indefinite period in connection with the installation of the new 5,000 watt transmitter for WRC, Washington Red Network outlet. Mr. Lent will aid in the general construction of the new transmitter building for the station.

CBS has just placed in operation an RCA-Victor 10 kw. short wave transmitter at its international shortwave broadcast station, W2XE, located near Wayne, N. J. The station will operate on the five frequencies assigned by the FCC, transmitting special programs to European and Latin American countries. Clyde J. Houldson had charge of installing the ET-4310 RCA-Victor transmitter, while J. N. Dyer installed the South American antenna system. Both are members of the CBS General Engineering Department.

KFYR, Bismarck, N. D., has started construction of new studios in the present location—the Hoskins-Meyer Bldg. The layout, designed by Chief Engineer Ivar Nelson, will be ready in a month. Acoustical design is carried out in acoustical celotex panels on walls and ceiling with sheetrock borders and rubber tiled floors.

THE NEW 1,000-watt transmitter and 325-foot antenna tower of WHP, Harrisburg, Pa., was dedicated May 21 with a salute from CBS. Chief Engineer William Wolf supervised the installation.

KGER, Long Beach, Cal., under supervision of Jay Tapp, chief engineer, who built the equipment, has installed a new high-fidelity modulator.

WJBY, Gadsden, Ala., will soon start construction of a new combined studio and transmitter building. Ground has already been purchased, and if the FCC approves the location, work will begin. WJBY also has an application before the FCC for a day power increase to 250 watts.

KTEM, Temple, Tex. has purchased an RCA 100-EM modulator unit to convert its present type 100-E 100 watt transmitter for 250-watt operation.

KGGC, owned by the Golden Gate Broadcasting Co., W. N. McGill, manager, has just announced the purchase of a new RCA 250-watt transmitter. Also planned for KGGC is a new 500 foot tower to rise from the roof of the Hotel Olympic. Bids are now being considered.

WFAS, White Plains, N. Y., is installing a new Lehigh 190-foot vertical radiator atop the Roger Smith Hotel where it has its studios.

KGHL, Billings, Mont., has installed a new 5 kw. RCA transmitter together with a Truscon self-supporting tower. Within 30 days, the station will move into completely new studios, offices, and control headquarters, representing an expenditure of approximately $25,000.

WNEW, New York, has ordered 35 of the new WE saltshaker microphones to be used in its studios and remote spots.

KENYON TRANSFORMER Co., New York, has issued a catalog of its revised T line of audio power components for amateur transmitter and public address systems.


THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.


## Operators' Age Limit

INTRODUCED at the behest of labor groups in May by Sen. Sheppard (D-Tex.), was a bill (S. 2047) prescribing that the FCC issue licenses only to station operators who are 21 years of age or over. The existing law (Sec. 303, paragraph L) does not prescribe an age limit. The proposed amendment also prescribes that the Commission may disregard the age limit for amateurs. The measure was referred to the Interstate Commerce Committee.

TWO new types of microphones are announced by Universal Microphone Co., Inglewood, Cal. One is Model AV (air velocity), incorporating a wide-range corrugated ribbon for the converting element, being fed into the latest type of transformer located in the base of the microphone housing. What is described as the first definite attempt to engineer and design a microphone especially for orchestra pickup has been embodied in the new dynamic microphone which will be in production late this month. The new unit operate on a combination of velocity and pressure. A special bulletin will be issued to describe the new microphone.

WISN, Milwaukee, on June 1 dedicated its new transmitting equipment with a coast-to-coast program over CBS. It has installed a 1,000 watt high-fidelity RCA transmitter and a 258 ft. vertical radiator. The installation was under the direction of D. A. Weller, chief engineer of the Hearst station.

THE new 10 kw. transmitter of WCKY, Cincinnati, will be shipped by RCA Mfg. Co. on June 9 and its installation completed by July 1, according to L. B. Wilson, WCKY president. The station recently was authorized to increase from 5 to 10 kw. full time.

ISOLANTITE Inc., New York, has issued Bulletin No. 103 describing its line of ceramic stand-off insulators particularly adapted to the construction and installation of radio and other high-frequency equipment. Included are charted dimensions of cylindrical, square section, conical, heavy duty and stand-off insulators.

AUDAK Co., New York, has released a six-page folder titled *Pick-Up Facts* containing a technical article by J. C. Parvey, E.E., "A 'Relayed-Frequency' Pick-up," and descriptions and prices of Audak new magneto-inductive pick-ups. Seven styles are included.

WBNS, Columbus, for its master control room, has just installed new technical equipment, part standard and special WBNS-design, built by Collins Radio Co. New equipment covers a frequency range of 30 to 15,000 cycles. The console rests on a special built desk, is seven feet long and is finished in wrinkle gray with black control panel and chrome end plates. Lester H. Nafzger, chief engineer, directed the installation.


NEW!
"SONG SPOTS"
to sell Ice Cream

5-Minute Complete Shows
Theme—Song—Commercial
Transcribed by
nationally known 14-year-old
boy radio star.
Write

---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.

. . . wood words sell . . .


## New Studios at WBBM Having Novel Features Will Be Ready in June

COMPLETION of the second major portion of the $300,000 WBBM studio project by June 15 has been assured by Frank Moore, CBS New York supervising architect, who has been in charge of the Chicago CBS construction for the past three months. Two large orchestra-dramatic studios, No. 1 and No. 2, and a large artist's reception "green room" are scheduled to be placed in service early in June. Both studios will be a refinement of the CBS "live-end, dead-end" type of acoustical construction, which has been followed throughout the CBS New York, Chicago, and Hollywood studios.

The perforated transite studio walls will conceal alternate blocks of absorbent acoustical tile and hard reflecting surfaces, so staggered that no two hard surfaces will be directly opposite.

Both studios and their large reception room will feature the unusual treatment of wall surfaces with rubber tile, wood paneling, aluminum, and large blocks of solid color, blue, gray and white predominating. Each control room will contain new modernistic control consoles, containing eight position mixers, designed by the WBBM engineering staff. Cue speaker and talkbacks will be combined through the use of a midget permanent magnet dynamic loudspeaker as both speaker and microphone. Each studio will have separate airconditioning control.

## Boston Radio Course

BOSTON University will inaugurate two new radio courses during its summer session, July 6 to Aug. 14, to instruct college instructors, high school teachers and students in various phases of broadcasting technique. The courses will be known as "Radio Broadcasting for Schools" and "Analyzing the Radio Audience" and will be taught by Ralph L. Rogers, president of Associated Radio Writers Inc., Boston, who is also instructor of the regular fall and winter radio courses offered by the university's college of business administration. A course in "Radio Writing and Program Building" will also be offered for those more interested in the professional rather than the educational side of radio.


The Largest
Independent
Frequency Measuring
Service in the Country

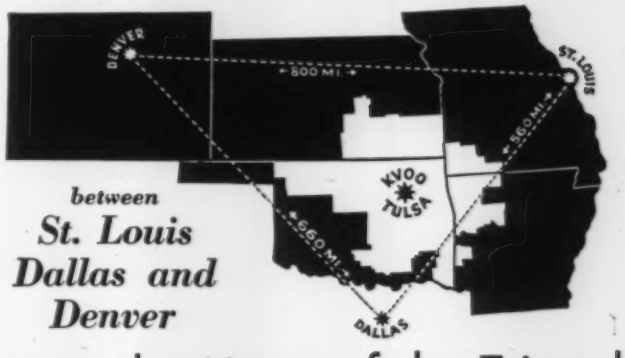
ACCURACY

*Manufacturers and Engineering Consultants*

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.



THE MOST
POWERFUL
STATION




*between*
*St. Louis*
*Dallas and*
*Denver*

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

# Increased Activity In Hollywood Area Handicap to NBC

### Disposition of Present Site Proves a Stumbling Block

WITH Don E. Gilman, western division vice-president, announcing that NBC will not build its new Hollywood headquarters until the lease on the present studio building in that city is disposed of, the network faces the problem of obtaining facilities to meet the fall influx of new shows which will move in from other parts within the next few months.

Mr. Gilman, who has established his west coast headquarters in Hollywood, at a recent press conference, intimated that expansion at the present site, if decided upon, would provide only temporary relief from facility demands. NBC's lease on the property still has 3½ years to run. Only stumbling block to immediate building plans on a new site is disposition of this property. He stated that the network is prepared to close for a new site within 48 hours after freeing itself from the now occupied property. He admitted that both the Sunset Blvd.-Vine St. property and the old Metro lot near Santa Monica Blvd. and Cahuenga (often mentioned as the new locations), are feasible.

#### More Space Needed

Regardless of NBC's move, the pressure of fall business will see the network leasing theatres and auditoriums to tide over the construction period. From a careful survey there isn't a theater or auditorium available in Hollywood, and NBC will be forced to remote its shows from downtown Los Angeles. Because of lack of facilities, Mr. Gilman admits that NBC's situation is serious insofar as handling next falls business.

Because of the rapid development of Hollywood as a program center, Mr. Gilman stated that the traffic, press and auditing departments will be moved from the NBC San Francisco studios to the former city to meet exigencies as they arise. He neither denied nor confirmed the rumor that Hollywood would become the network's West Coast headquarters, but predicted that that city would be the world's radio center within the next five years.

It is well known that Victor Dalton, owner of KMTR, Hollywood, would like to affiliate his station with NBC, becoming the Blue network outlet, replacing KECA, the Earle C. Anthony station in Los Angeles. NBC's agreement with Anthony has three years more to go. Dalton is building a $150,000 radio village in Hollywood to house his station and he was scheduled to have a conference with Gilman on May 26. Exact nature of the conference could not be learned, but it is expected that Dalton offered the facilities of his radio village to meet emergencies, building up a friendship with NBC for the future.

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NBC Transcription Service has announced a substantially reduced price scale for "reference recordings," discs cut for file or checking purposes and not to be used for broadcasting, to go into effect on June 1, with a graduated scale of discounts ranging up to 15% for quantity orders.

## WBBM SCHOLARSHIP
### Prize to Be Awarded, Pupils To Operate Station

WBBM will turn over its entire station on June 5 to senior honor students from Chicago high schools. The star pupils will replace every WBBM artist, engineer and executive that day. The staff will watch the proceedings in a casual manner.

Each senior's grades, his ability to fill a station post, and his understanding of the position he chooses in radio—as exemplified in a brief essay on broadcasting—will be taken into consideration in choosing the staff for a day. In addition, the winner of the essay contest will receive a $300 scholarship from WBBM to any university or business school of his choice. The idea, conceived by Milton Charles, WBBM organist, was carried out by CBS-Chicago officials in cooperation with Dr. E. William H. Johnson, president of the Chicago Board of Education.

## CBS Contest Winners

WINNERS of a contest for a secret password to *Sunbrite Junior Nurse Corps*, children's program sponsored by Swift & Co., Chicago, on CBS, have announced in a special edition of the *Sunbrite Junior Nurse Corps News*, a leaflet sent to all enrolled members. Enrollment required a label from a can of Sunbrite Cleanser. The 15 girls who won the contest will leave with their mothers for a free 16-day trip to Hollywood July 4, during which they will meet *Dorothy Hart* and *Aunt Jane*, leading characters in the series, and attend the first national convention of the Junior Nurse Corps. The series, which was broadcast during the winter and spring of 1936 and 1937, won the approval of authorities as a suitable juvenile program, educational and constructive in quality.

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ALL - CANADA BROADCASTING Corp., has signed as exclusive Canadian distributor for programs of H. S. G. Advertising Agency, New York.

## Around The Clock

WABY, Albany, has inaugurated a new series of programs for the stay-up-all-nighters and the milkmen. Program runs continuously from 1 to 7 a. m., after which time WABY starts its regular established schedule for the day and night. Extensive tests were made, and it was found that many listeners tune in from midnight to dusk, especially DX fans.

## WDBJ Thrown Off Air Five Hours by Lightning

DURING a severe thunder storm May 22, lightning struck the 312-foot vertical radiator of WDBJ, Roanoke, Va., and the flash found its way into the concentric transmission line and melted the inside copper tube, brazing it to the outer copper tube and thereby causing a short which put the station off the air. This happened at 7:05 p. m. The storm continued in such intensity that it was not possible to approach the tower to start investigation until about 8 o'clock. After numerous tests, the trouble was discovered, and it was necessary to build an overhead transmission line 550 feet long before the station could get back on the air. A crew of mechanics and engineers worked all night erecting the temporary line, adjusting and tuning, in order to get the transmitter on the air at 8 o'clock the next morning. The four hours and 55 minutes that WDBJ was off the air was the longest loss of time ever experienced by the station.

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J. B. CLARK, director of the worldwide British Broadcasting Corp., Empire shortwave service, sailed from England May 7 for an Empire tour which will last until next December and during which he will study the reaction to the Empire broadcasts and investigate mutual radio problems of the BBC and the British colonies and dominions.

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KIUN, Pecos, Tex., was to broadcast continuously for 48 hours, May 30-31, to celebrate opening of new studios.

RADIO DRAMA CRITICS—Selected *You Can't Take It With You*, also the Pulitzer Prize choice, as the most meritorious theatrical production of the year, and on May 26 presented a parchment scroll to the producer. The proceedings were broadcast over WMCA, New York. Harry Hershfield, WMCA dramatic critic, and Bide Dudley, WOR dramatic critic, made the choice. Let to right are Josephine Hull, featured player in the play; Donald Flamm, president of WMCA; Harry Hershfield, and John Peter Toohey, publicity representative for Samuel H. Harris, producer.

## White House Less Active On Food-Drug Measure

ADMINISTRATION interest in food and drug legislation evidently has diminished because of pressure of other legislation having presidential endorsement. At his press conference at the White House May 28, President Roosevelt indicated he did not know the status of pending legislation. When informed that the Copeland food and drug bill was stymied in a House subcommittee because of a controversy over its administration either by the Department of Agriculture or the Federal Trade Commission, the President said he believed the trouble was not entirely the jurisdictional question.

The Copeland bill (S-5), providing for Department of Agriculture control, passed the Senate earlier this session. In the House, however, a substitute measure offered by Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee has been given precedence and proposes jurisdiction within the Trade Commission rather than the executive department. The subcommittee, which Chairman Lea also heads, stripped the Copeland bill of its advertising provision and reported favorably on the Lea measure.

## Himber Gives Views

THE "astonishing" lack of proportion between the amount of money a sponsor spends for his radio program and the amount he allots to promoting his broadcasts with advertising and display material was cited as radio's greatest paradox by Richard Himber, orchestra leader on the Studebaker programs in an informal discussion at lunch the other day. "When an advertiser uses newspapers, magazines and billboards extensively," he said, "there is a reasonable assurance that in the long run the public will eventually see the message. But on the air it is entirely different. Unless the audience is frequently reminded that a certain radio show is on the air at a certain hour it is quite likely to be missed by a sizable number of listeners."

## Fitzpatrick Enlarges

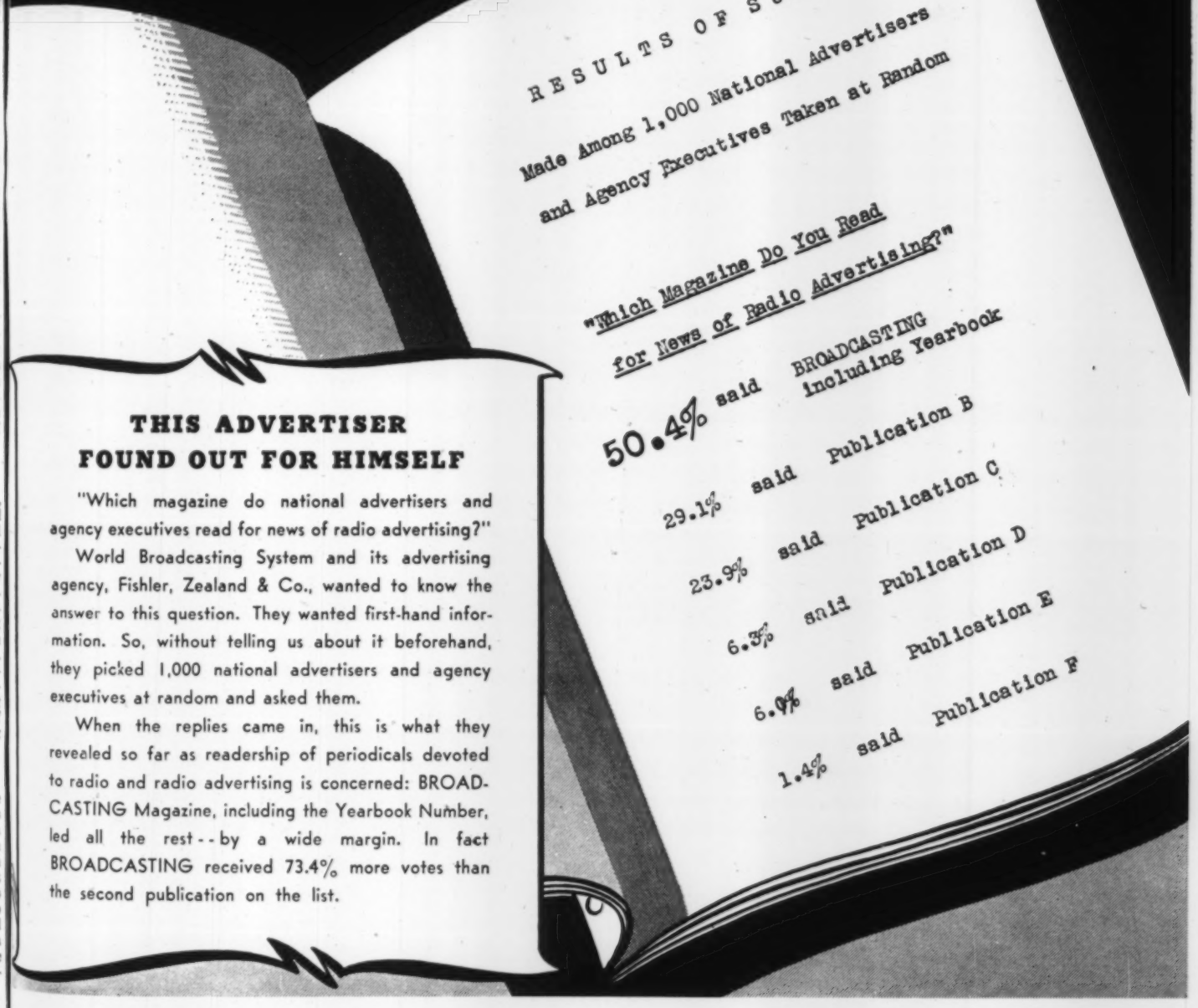
FITZPATRICK Bros., Chicago, (Automatic Soap Flakes) will add WJAS, Pittsburgh, about June 1 to its four-station list now broadcasting its *Meet the Missus* program five times weekly. Tommy Bartlett, who started the quarter-hour series on WBBM and inaugurated the show on WKRC, WJR and WCCO, will be in Pittsburgh to help get the series started there. *Meet the Missus* is broadcast direct from the women's club meetings with the announcer quizzing the clubwomen. Neisser-Meyerhoff Inc., Chicago, is the advertising agency.

## Gotham Salesmen Meet

SALES promotion men for the networks and independent stations in the metropolitan New York area met for their second luncheon meeting at the Hotel Edison on May 19 and determined to meet once a month hereafter. Meetings are strictly informal, with no speeches or other formalities and the plan is to keep them on a purely social basis, with the sole purpose of getting better acquainted with each otder.

# They Read BROADCASTING

## Broadcast Advertising


RESULTS OF SURVEY
Made Among 1,000 National Advertisers and Agency Executives Taken at Random
"Which Magazine Do You Read for News of Radio Advertising?"
50.4% said BROADCASTING including Yearbook
29.1% said Publication B
23.9% said Publication C
6.3% said Publication D
6.0% said Publication E
1.4% said Publication F

### THIS ADVERTISER FOUND OUT FOR HIMSELF

"Which magazine do national advertisers and agency executives read for news of radio advertising?"

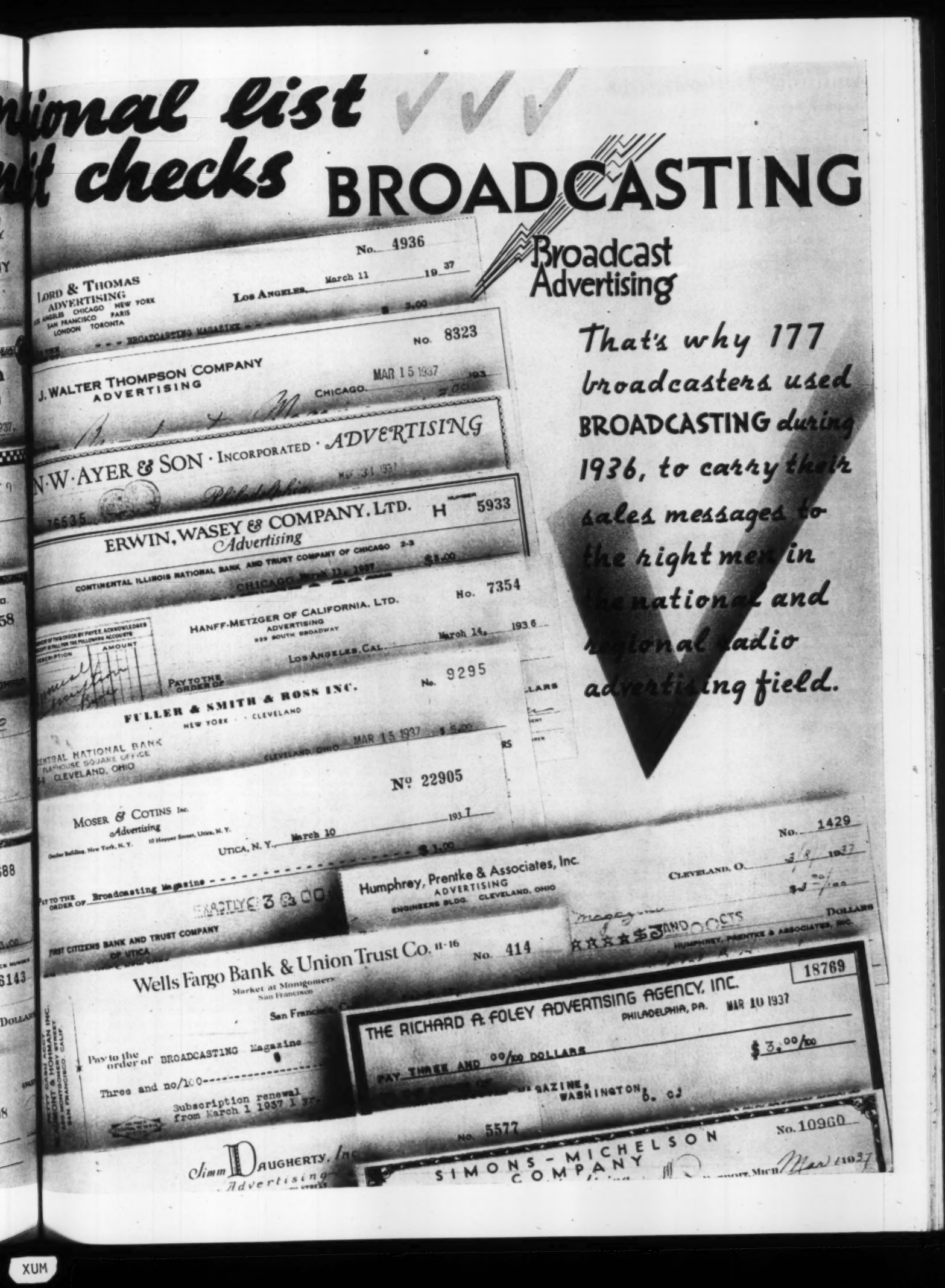
World Broadcasting System and its advertising agency, Fishler, Zealand & Co., wanted to know the answer to this question. They wanted first-hand information. So, without telling us about it beforehand, they picked 1,000 national advertisers and agency executives at random and asked them.

When the replies came in, this is what they revealed so far as readership of periodicals devoted to radio and radio advertising is concerned: BROADCASTING Magazine, including the Yearbook Number, led all the rest--by a wide margin. In fact BROADCASTING received 73.4% more votes than the second publication on the list.



XUM

When you check your
you'll find it
GENERAL MILLS, INC.
MINNEAPOLIS, MINNESOTA
March 17, 1937
VOUCHER NUMBER 22690
CHECK NUMBER 4767
$3.00
PAY Three and NO/100 DOLLARS
Broadcasting Magazine
National Press Building
Washington, D. C.
No. 2167
STATEMENT
GENERAL LEDGER
NEW YORK, April 15 1937
BULOVA WATCH COMPANY
PAY TO THE ORDER OF Broadcasting Maga
Kellogg's
BATTLE CREEK, MICHIGAN
No. B3290
DATE
CHECK VOUCHER
PAY TO THE
MAR 19 37
3290 7525 BROADCASTING
Kellogg's $3 and
VOUCHER CHECK
Horlick's Malted Milk Corporation
RACINE, WIS.
Check No. C 1090
onal Bank of Chicago 2-1
March 5, 1937
No. 6650
The Finex Co.
123 W. COLUMBIA STREET
FORT WAYNE, IND.
PAY TO THE ORDER OF Broadcasting
RALSTON PURINA COMPANY
ST. LOUIS, MO.
1937
SPERRY FLOUR COMPANY
INCORPORATED
March 15 1937
SAN FRANCISCO, CALIF.
PAY THREE AND 00/100
TO THE ORDER OF BROADCASTING
VOUCHER NUMBER 1789
VOUCHER CHECK NO. 32088
PHILLIPS PETROLEUM COMPANY
BARTLESVILLE, OKLA.
FEB 27 19
$3 and 00 cts
$ 3.00
PHILLIPS PETROLEUM COMPANY
No. 692058
SAN FRANCISCO. 3-23-37
TIDE WATER ASSOCIATED OIL COMPANY
ASSOCIATED
DIVISION
CYCOL
PAY TO THE ORDER OF
No 19744
WILKES-BARRE, PA.
APR 14 1937
PENN TOBACCO COMPANY
International Cellucotton Products Co.
Chicago
TO THE FIRST NATIONAL BANK, CH
PAY TO THE ORDER OF
NUMBER A13081
ALTORFER BROS. COMPANY
PEORIA, ILLINOIS
No. 8688
To Continental Illinois National Bank and Trust Company of Chicago
Chicago, Illinois
March 10, 1937
$3.00 CTS.
COLONIAL POULTRY FARMS
WORLD'S LARGEST CHICK PRODUCERS
PLEASANT
PAY TO THE ORDER OF Broadcasting Advertising
COLONIAL
THE PLEASANT HILL BANK
80-325 PLEASANT HILL, MO.
VOUCHER NUMBER 2-1525
UNDERWOOD ELLIOTT FISHER COMPANY
NEW YORK MAR - 3 1937
CHECK NUMBER 66143
PAY THREE 00/100
AT THE CHASE NATIONAL BANK
THE RATH PACKING COMPANY
PORK AND BEEF PACKERS
WATERLOO, IOWA April 2 1937
A 51898
TO THE TREASURER OF THE RATH PACKING COMPANY
EXACTLY $1 & 50 CTS
$1.50


ional list
it checks
BROADCASTING
Broadcast Advertising
That's why 177 broadcasters used BROADCASTING during 1936, to carry their sales messages to the right men in the national and regional radio advertising field.
LORD & THOMAS ADVERTISING
No. 4936
Los Angeles March 11 19 37
J. WALTER THOMPSON COMPANY ADVERTISING
No. 8323
Chicago. MAR 15 1937
N·W·AYER & SON · INCORPORATED · ADVERTISING
Philadelphia
ERWIN, WASEY & COMPANY, LTD. Advertising
H 5933
CONTINENTAL ILLINOIS NATIONAL BANK AND TRUST COMPANY OF CHICAGO
CHICAGO March 11, 1937 $1.00
HANFF-METZGER OF CALIFORNIA, LTD. ADVERTISING
No. 7354
Los Angeles, Cal. March 14, 1936
FULLER & SMITH & ROSS INC.
No. 9295
NEW YORK · · CLEVELAND
CENTRAL NATIONAL BANK
CLEVELAND, OHIO MAR 15 1937 $ 5.00
MOSER & COTINS Inc. Advertising
No 22905
UTICA, N. Y. March 10 1937
$1.00
Humphrey, Prentke & Associates, Inc. ADVERTISING
ENGINEERS BLDG. CLEVELAND, OHIO
No. 1429
CLEVELAND, O. 3 8 1937
EXACTLY $ 3 00
FIRST CITIZENS BANK AND TRUST COMPANY OF UTICA
DOLLARS
Wells Fargo Bank & Union Trust Co.
Market at Monigomery San Francisco
No. 414
San Francisco
Pay to the order of BROADCASTING Magazine
Three and no/100
Subscription renewal from March 1 1937
THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.
18769
PHILADELPHIA, PA. MAR 10 1937
PAY THREE AND 00/100 DOLLARS
$ 3.00/100
WASHINGTON, D. C.
Simm DAUGHERTY, Inc. Advertising
No. 5577
SIMONS-MICHELSON COMPANY
No. 10960
Mar 1937

# Committee Studies Auditing Methods

### Frequent Sessions Are Held to Analyze New England Survey

THE technical subcommittee of the Joint Committee on Radio Research is now analyzing studies recently completed in the New England area on the number and distribution of receiving sets and on listening habits, as the first phase of an effort to develop a standardized method of audience surveys. The Joint Committee has as its objective the setting up of a cooperative bureau, controlled equally by advertisers, agencies and broadcasters, for the purpose of establishing a radio audit bureau.

Holding meetings at frequent intervals under the chairmanship of L. D. H. Weld of McCann-Erickson Inc., the effort of the subcommittee will be to analyze the New England survey in such a way as to determine whether it is sufficiently conclusive to be used as a basis for formulating a technique for general application.

#### Accurate Method Sought

There has been some dispute about the survey, the contention having been made that additional facts must be collected to verify several parts of the procedure before the technique used can be recommended unqualifiedly. It was indicated that every effort is being made to insure scientific exactness so that when definite recommendations are made they can be followed by the entire industry.

The technical subcommittee comprises, in addition to Mr. Weld, George Gallup of Young & Rubicam Inc.; D. E. Robinson, Federal Advertising Agency; D. P. Smelser, Procter & Gamble Co.; Hugh M. Beville Jr., NBC; Arthur W. Lehman, Association of National Advertisers; John W. Karol, CBS, and James W. Baldwin, NAB managing director. Paul F. Peter is secretary of the Joint Committee and also functions with the technical subcommittee.

## Sabin's New Venture

THOMAS G. SABIN, formerly New England sales manager and Eastern Division service manager of NBC and last year in charge of the radio division of the Republican party, has opened offices in the RCA Building, Rockefeller Center, New York, as a radio advertising and consulting service, to cooperate with advertising agencies in the development of radio business.

## WGN on 40 Hours

WGN, of the *Chicago Tribune*, and WCFL, of the Chicago Federation of Labor, the only station in Chicago to recognize the International brotherhood of Electrical Workers, an A. F. of L. union, have announced a 40-hour five day schedule for all employes. Hitherto WGN has worked 41 hours six days a week, but staff additions will take up the slack, though some announcers may have to spread their work over more than five days because of commercials such as baseball, news, etc. Several months ago WGN reduced the working time of its technicians to 40 hours without reduction of pay.

# *CIO Cancels Program on Colonial, Objecting to Explanatory Remarks*

A $573.50 check for a one-hour broadcast by CIO officials scheduled for Sunday, May 23, 2-3 p. m., over Colonial Network from Lawrence, Mass., through WLLH, Lowell, was returned to Anthony Valente, representing the Textile Workers Organizing Committee, after John L. Lewis, CIO leader, refused flatly the conditions under which his talk and that of Sidney Hillman were to be handled.

Here is the Colonial statement which caused the trouble:

"The following speeches are the opinions of the speakers and the Textile Workers Organizing Committee and do not reflect the opinion of this network, the management of which is definitely opposed to certain principles of CIO." This statement was to be read before and after the talks by Lewis and Hillman at the Lawrence mass meeting, designed to open the fight to organize the huge textile industry with its 1,500,000 workers.

The contract was signed May 20 and was to include WLLH, WAAB, WSAR, WRDO, WNBX.

John Shepard 3rd, president of Colonial Network, upon learning of Lewis' objections, returned the $573.50 and received the following acknowledgment dated May 20 from Lawrence:

"This will acknowledge receipt of your check in the amount of $573.50 as a refund for a similar amount paid by us to you for a broadcast scheduled from 2 to 3 p. m., Sunday, May 23, 1937, and which you have cancelled at our request. The reason for our requesting this cancellation is that, although we signed the contract and the rider with opening and closing statements attached, we now find that Mr. Hillman and Mr. John L. Lewis, who are to be our speakers, will not broadcast with such announcements preceding and following their talks. Thank you for refunding our money."

It was alleged that TWOC had charged Mr. Shepard with infringement of free speech. Further, TWOC allegedly said it was planning a protest to the FCC, involving the network's insistence upon using the announcements disapproving certain CIO principles.

Officials of the Textile Workers Organizing Committee engaged several other radio stations which carried the talks on May 23. Some of the stations were willing to carry the program direct from Lawrence when CIO officials made arrangements May 21, to have WCOP, Boston, the last station to be contracted, key the one-hour program to WORC, Worcester; WPRO, Providence; WSPR, Springfield, Mass.; and WEVD, New York; WLLH, Lowell, carried its own pickup. WSPR and WLLH are Colonial and Yankee Network affiliates.

All stations were paid full station rates. Jim Donovan, former Hearst newspaperman, and news editor of WCOP, handled the program for the New England distribution. Gerard H. Slattery, general manager of WCOP, handled all technical and program details with Donovan.

## To Europe On Television

CLARENCE W. FARRIER, television coordinator at NBC, William S. Rainey, working on television program production, and Robert E. Shelby, television engineer, will sail for Europe June 5 for an inspection tour of the television equipment displayed in London, at the exposition in Paris, and in Holland, where they will visit the Phillips plant. They plan to return to New York about July 10.

# Unions Seek Radio Affiliates

(*Continued from page 15*)

Angeles is paying lower salaries for announcers and technicians than any other comparatively large community of its size in the country, according to C. H. Jordan, C. I. O. organizer. It was pointed out that wages are approximately half those paid elsewhere. Announcers are receiving as low as $17.50 weekly. Technicians, it was reported, are receiving an average of $27 a week, with some as low as $22.

#### At NBC, San Francisco

SAN FRANCISCO broadcasting employes are involved in the question of unionization, with NBC employes in that city organized into an independent association under the leadership of John C. Ribbe, producer, and Louise Landis, publicity writer, and employes of other stations privately debating the pros and cons of union affiliation.

ARTA, a C.I.O. affiliate for the broadcasting industry, organized the six stations in Portland, Ore. (KEX, KGW, KOIN, KALE, KWJJ, and KXL), in mid-May.

The NBC San Francisco association tentatively agreed to act in concert on a "stand still" basis for 30 days, after which decision is to be made as to national affiliation or continuance on an independent basis. A charter provision enables dissenters to withdraw at will. Dues were set at 25c per month.

It is understood that both A. F. of L. and C.I.O. organizers had been in contact with the announcers. Technicians at NBC in San Francisco are members of the ATE.

Speaking at a special meeting of NBC employes called May 17, Don E. Gilman, vice-president in charge of the NBC western division, who had been in Hollywood when the first organizing began, made clear the official company position in the matter, which is strictly a hands-off attitude. Mr. Gilman stated that according to the terms of the Wagner Act, company executives are expressly forbidden to interfere in any way with the rights of employes to join unions of their own choosing or to refrain from so joining, at their individual discretion.

Mr. Gilman further stated that inasmuch as company unions are outlawed by the Wagner Act, NBC executives could have nothing to do with the organizing of the employes' association, which would have to be developed, if at all, off company property and outside of company time.

The temporary committee on organization engaged independent counsel to draw up the articles of association and conducted its meetings off company property, although no secret was made of its activities at any time.

Technicians at KFRC, San Francisco outlet for Mutual-Don Lee, were put on a 40-hour week by a new five-year contract retroactive to May 15, one of the provisions of which stipulates a two-weeks annual vacation with pay. The new contract was a renewal of a previous two-year instrument expiring the week of May 15.

#### Others Unorganized

At KFSO, CBS outlet for San Francisco, technicians and announcers are as yet unorganized. As KSFO is a leased rather than owned station of CBS, it is believed that KSFO personnel may not be eligible for membership in the recently formed American Guild of Radio Announcers and Producers [BROADCASTING, April 15], or Associated Columbia Broadcasting Technicians.

Employes at KYA, San Francisco, were said to be without organization as yet, and the same is reported by KRE, KGW, KJBS, KROW, KLS, KLX and KGGC.

At headquarters of the ARTA, which has been located at 268 Market St., San Francisco, since 1933, officials declined to comment on rumors of recently increased organizing activity in the Bay area. It was claimed, however, that ARTA has long had virtual 100% control of the personnel of RCA Communications and Radiomarine Corp., and it would be fully in line with C.I.O. policy to follow through locally with the present national drive for membership in broadcasting.

Attention was called to the situation in various of the smaller stations in the Bay area, where one man frequently does a variety of jobs, including announcing, producing, and engineering, and in at least one case, publicity as well. It was stated that the salaries around San Francisco for announcers have been as low as $25 per month, and that several more are working for as little as $17.50 per week.

Aim of the ARTA is to set minimum working hours and wages and to establish the union as the sole bargaining agent in San Francisco radio stations. Pitted against this is the feeling expressed by some network station employes, notably at NBC, that affiliation in an "outside" union might tend to break down their hours and wages by putting them on a par with the employes of smaller stations. Another argument advanced in favor of the independent organization has been that an outside union would be unable to understand the special problems of each individual broadcasting station, and of one group within the organization as contrasted with another.

While NBC officials have made it clear that they cannot express an opinion in the matter, feeling among some employes is that strict loyalty to the company requires that they resist the appeal of outside organizers.

## IN THE CONTROL ROOM

J. E. (Jeb) BRIDGES has been appointed chief engineer of WBAP, Fort Worth, taking the place of A. M. (Woody) Woodford, who has been appointed chief technical advisor for the Fort Worth Frontier Fiesta. Woodford will return to his post at WBAP in the fall. Mr. Bridges on May 11 became the father of an eight-pound daughter.

ROBERT J. ENGLER will leave New York June 6 for London, to become associated with Western Electric Co. Ltd., as recording engineer. He was formerly commercial engineer of Electrical Research Products Inc., Hollywood.

THOMAS ROURKE has been named to succeed Charles Stockdale at KVOR, Colorado Springs. Stockdale has gone to KDYL, Salt Lake City.

EARL C. HULL, chief of the engineering staff of WKY, Oklahoma City, and William Witte, of RCA, have been aiding in completion of the new transmitter at KDOR, Colorado Springs.

ROBERT F. WOLFSKILL has joined the engineering staff of Commercial Radio Equipment Co. Kansas City.

MAURICE FINK, control operator of WQAM, Miami, and Mrs. Fink are the parents of a baby boy.

THOMAS L. SIGLIN, former operator of WPRO, Providence, has rejoined that station after several years at sea.

ROBERT CLARK, formerly of KEHE, Los Angeles, and prior to that on the staff of KTFI, Twin Falls, Idaho, has joined the technical department of KRKD, Los Angeles, as studio engineer.

HARRY E. HILLER, formerly on the sound engineering staffs of Radio City Music Hall, Center, Capitol, Roxy and other New York theatres, has joined the NBC studio engineering staff in New York.

CLYDE WHITE, supervisor of the engineering department of WGN, Chicago, scored a hole in one recently when he was playing the 16th hole at the Pickwick Golf Course, Chicago.

HARVEY GLATSTEIN, plant engineer, WCKY, Cincinnati, was married May 21 to Miss Lillian Gutman of Erlanger, Ky. WCKY staff members gave them a silver service as a wedding gift.

PALMER GREER, transmitter engineer, formerly of WHIO, Clayton, on May 20 joined the staff of WKRC, Cincinnati.

JAMES F. MANSHIP, formerly engineer at KBIX, Muskogee, Okla., has joined KALB, Alexandria, La. as chief engineer to succed Paul Curtis, resigned.

JAMES EAKINS, formerly of KSL, Salt Lake City, has been made head of the sound effects department of KHJ, Los Angeles, succeeding Gene Cone, resigned. Gilbert Doud has also joined that department, coming from KNX, Hollywood.

P. C. TUTTLE, formerly with the A. T. & T., has joined the engineering staff of WHK-WJAY, Cleveland.

FARRELL BUCKLEY, formerly of KJBS, San Francisco, has joined KYA, that city.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QUINCY, ILLINOIS


## SEX ON THE AIR

### Woodpecker Sends Mating Call From Antenna

A PROBLEM for the FCC: Must woodpeckers be licensed to transmit via radio? If so what wavelength band shall be assigned them? George Hoffer, transmitter engineer of WGY, Schenectady, a licensed amateur operator, poses the questions.

Hoffer was repairing his antenna lead-in in the attic of his home in Schenectady when he heard an unfamiliar call. He tried to break down a rapid tapping into dots and dashes but they were in no code he was trained in. Investigating, he found a red-headed woodpecker beating a tattoo on a 15-foot aluminum tube which tops a wooden mast and is used for an antenna. The bird remained at his post eight hours the first day and came back three following days to repeat his tapping.

An ornithologist pointed out that woodpeckers peck for three reasons: To get insects and bugs for the inner bird; to enlarge quarters within a hollow tree for a nest and when in the mood will seek a hollow stump or tree or even a tin can, to sound his mating call. Therefore the Hoffer woodpecker, far from being dumb, is actually a step ahead of his species, and is utilizing radio and its greater coverage possibilities, to deliver his love song.

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E. K. COHAN, director of CBS engineering, is representing his network at the meeting of the International Consulting Committee on Radio now under way in Bucharest, Rumania, at which the groundwork is being laid for the International Telecommunications Conference to be held in Cairo, Egypt, early next year, when the actual treaties regulating world broadcasting and communications will be made [BROADCASTING, May 15].

CARLTON ABERNATHY, formerly of WTAL, Tallahassee, Fla., and Elmer Pritchett, of WTAR, Norfolk, have been selected for the engineering staff of the new WRTD, Richmond, which begins operation June 27. Chief engineer is David Bain, also formerly of WTAL.

ROBERT D. LAMBERT Jr. is now chief control operator of WIS, Columbia, S. C., succeeding Red Dorsey, resigned.

IRA MERCER, engineer at WNEW, New York, has announced his engagement to Miss Carolyn La Mond.

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# ACTIONS OF THE
# FEDERAL COMMUNICATIONS COMMISSION

**(Broadcast Division)**

## MAY 15 TO MAY 29, INCLUSIVE

## Decisions . . .

MAY 18

APPLICATIONS GRANTED:

WPRO, Providence—License for CP 630 kc 500 w 1 kw D unl.

WQAN, Scranton—Mod. license use WGBI trans., increase 250 to 500 w; WGBI and WQAN licensed to use WQAN trans. as aux.

NEW, Schonert Radio Service, Harrisburg, Ill.—CP high-freq. 100 w.

W2XE, New York—License for CP as mod. change thans., increase 5 to 10 kw N & D.

W6XAO, Los Angeles—CP and license add aural trans. to television station, 150 w A3 emission.

SET FOR HEARING—NEW, Chickasha Daily Express, Chickasha, Okla., CP 1500 kc 250 w D; NEW, Broadcasters Inc., Gastonia, N. C., CP 1420 kc 100 w 250 w D unl.; NEW, Curtis Radiocasting Corp., Richmond, Ind., CP 1420 kc 100 w 250 w D unl.; NEW, United Brdcstg. Co., Tulsa. CP 1550 kc 1 kw unl.; NEW, Decatur Newspapers Inc., Decatur, Ill., CP 1550 kc 1 kw unl.; WQXR, New York, CP increase 1 to 5 kw, change trans.; KOBH, Rapid City, S. D., vol. assign. license to Black Hills Brdcstg. Co.; WTAD, Illinois Brdcstg. Corp., Quincy, Ill., mod. license 1 kw D to 1 kw unl.; NEW, A. L. Beard, Jasper, Ala., CP 1500 kc 100 w unl.; NEW, Airfan Radio Corp. Ltd., San Diego, Cal., CP 1420 kc 100 w unl.; NEW, Ellwood Warwick Lippincott Inc., Bend, Ore., CP 1310 kc 100 w unl.; NEW, Carolinas Radio Inc., Charlotte, CP 880 kc 1 kw unl.; WSMK, Dayton, CP move trans. locally, new equip., directional N, increase 200 w Simul.-D, Spec.-N to 250 w 500 w D unl.

SPECIAL AUTHORIZATIONS—WFIL, Philadelphia, ext. temp. auth. 560 kc 1 kw N for June; WCAD, Canton, N. Y., temp. auth. spec. hours; KWSC, Pullman, Wash., temp. auth. reduce hours.

APPLICATION DENIED—WOW, Omaha, ext. temp. auth. 5 kw N (Sykes dissented).

RETIRED TO FILES—KOBH, Rapid City, S. D., CP new equip., increase power; WBLK, Clarksburg, W. Va., temp. auth. spec. program.

APPLICATION DISMISSED (request of applicant)—WSJS, Winston-Salem, N. C., CP 1250 kc 1 kw 1 kw LS unl.

MISCELLANEOUS—WDNC, Durham, N. C., granted continuance hearing applic. CP 600 kc 1 kw unl.; NEW, Bay County Publishers, Panama City, Fla., cancelled oral argument applic, new station, dismissed with prejudice; J. K. Patrick & Co., Athens, Ga., granted pet. intervene applic. Athens Times Inc. new station; Martin R. O'Brien, Kankakee, Ill., granted pet. intervene applic. Key City Brdcstg. Co.; NEW, Ben B. Shields, Provo, Utah, granted pet. accept applic. answer; NEW, Thomas J. Watson, Endicott, N. Y., granted continuance hearing; NEW, Hearst Radio Inc., New York, granted continuance hearing applic. CP Albany; NEW, Citizens Brdcstg. Corp., Schenectady, granted continuance hearing; KGA, Spokane, granted continuance hearing applic. mod. license; KGU, Honolulu, granted pet. intervene applic. KGMB transfer control, denied motion KGMB to strike KGU petition; WCAO, Baltimore, granted motion for acceptance of answer in applic. WDNC; KMJ, Fresno, Cal., granted mod. license increase 500 w to 1 kw N, reconsid. action 3-9-37 setting applic. for hearing; NEW, C. P. Sudweeks, Spokane, hearing continued on applic. 550 kc 500 w 1 kw D unl.; NEW, Vancouver, Wash., granted indef. continuance; Port Arthur College, Tex., granted pet. intervene applic. Enterprise Co., Beaumont; Saving Brdcstg. Co., Beaumont, same; Magnolia Petroleum Co., Dallas, same; WMEX, Boston, dismissed opposition to continuance WLAC hearing; WLAC, Nashville, granted postponement hearing six months; WOAI, San Antonio, denied withdrawal without prej. applic. transfer control to CBS Inc., and permitted withdrawal with prejudice; WIRE, Indianapolis, granted acceptance answer appearance in WGL applic.; Leon M. Eisfeld, Burlington, Ia., granted continuance hearing; WJDX, Jackson Miss., granted pet. intervene applic. Standard Life Ins. Co., Jackson; Wichita Brdcstg. Co. denied continuance hearing on applic. KTBS; Radio Enterprises Inc., Lufkin, Tex., denied pet. in opposition to continuance of hearing on applic. KTHS for vol. assign. license; KTHS, Hot Springs, Ark., granted indefinite postponement hearing on applic. vol. assign. license.

ORAL ARGUMENTS GRANTED—NEW, Peninsula Newspapers Inc., Palo Alto, Cal. 6-24-37; WMEX, Boston, 6-24-37; KARK, Little Rock, Ark. 6-24-37; NEW, Arthur H. Croghan, Minneapolis, 6-24-37; NEW, North Ga. Brdcstg. Co., Rossville, Ga., 7-1-37; NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia., 7-1-37; KSFO, San Francisco, 7-1-37.

ACTION ON EXAMINERS' REPORTS:

WMBD, Peoria—Granted CP new trans., increase 500 w 1 kw D to 1 kw 5 kw D 1440 kc unl., sustaining Hill.

NEW, W. H. Marolf, Escanaba, Mich.—Denied as in default CP 1500 kc 100 w unl., sustaining Hyde.

NEW, Escanaba Daily Press Co., Escanaba, Mich.—Dismissed with prej. CP 1500 kc 100 w D, sustaining Hyde.

KGGC, San Francisco—Granted mod. license spec. to unl., sustaining Hill.

WNRI, Newport, R. I.—Denied mod. CP extend completion new station, sustaining Hyde.

WTHT, Hartford—Granted mod. CP D to unl., asks facilities WNRI, sustaining Hyde.

NEW, E. Anthony & Sons Inc., Pawtucket, R. I.—Denied CP 1200 kc 100 w 250 w D unl. (facilities WNRI), sustaining Hyde.

KFPM, Greenville, Tex.—Denied CP change 1310 to 1420 kc, increase 50 to 100 w, change spec. to D, move trans., sustaining Seward.

NEW, Hunt Brdcstg. Assn., Greenville, Tex.—Granted CP 1200 kc 100 w D, sustaining Hill.

WAAB, Boston—Granted mod. license increase D 500 w to 1 kw, sustaining Irwin.

KWBG, Hutchinson, Kan.—Denied CP change equip., antenna, move trans., increase to 250 w, sustaining Dalberg.

NEW, Cadillac Brdcstg. Co., Detroit—Dismissed without prej. CP 1140 kc 500 w D, sustaining Dalberg.

RATIFICATIONS—WMBG, Richmond, Va., mod. CP new equip.; WGRC, New Albany, Ind., granted pet. intervene applic. Louisville Times Co. and Louisville Brdcstg. Co.; KRE, Berkeley, Cal., granted pet. continuance hearing; L. L. Coryell & Son granted postponement date to take depositions; Division ordered record in following cases held open and cases heard further 6-21-37: WLB, CP; WTCN, mod. license; WCAL, CP.

MAY 26

APPLICATIONS GRANTED:

KRIS, Corpus Christi, Tex.—Mod. CP increase 250 to 500 w N, 500 w. D.

KFYO, Lubbock, Tex.—License for CP new equip., vert. radiator (conditional).

KGNC, Amarillo, Tex.—License for CP (conditional).

KPLT, Paris, Tex.—License for CP.

WWJ, Detroit—Renewal to 9-1-37.

KFQD, Anchorage, Alaska—Ext. license 2 months.

WTNJ, Trenton, N. J.—Ext. license 2 months.

WMBG, Richmond, Va.—Renewal license to 12-1-37.

WHIO, Dayton—Renewal license to 10-1-37.

KCRJ, Jerome, Ariz.—CP move trans. locally, vert. radiator, increase D to 250 w, unl. operation.

WBTM, Danville, Va.—License for CP.

WSAJ, Grove City, Pa.—License for CP.

KPFA, Helena, Mont.—Mod. CP trans., studio site, vert. radiator, increase 100 to 250 w 1210 kc unl.

KXYZ, Houston—Renewal license to 11-1-37.

WNBR, Memphis—Renewal license to 11-1-37.

KONO, San Antonio—Vol. assign. license to Eugene J. Roth, trading as Mission Brdcstg. Co.

NEW, Minnesota Brdcstg. Corp., Rose Twp., Minn.—CP high-freq. 150 w.

NEW, Iowa Brdcstg. Co., Des Moines—CP high-freq. 100 w.

SET FOR HEARING—NEW, Meno Schoenbach, Woodward, Okla., CP 1500 kc 100 w unl.; KFOR, Lincoln, Neb., CP change trans., site, directional antenna N, change 1210 to 1450 kc, increase 100 w 250 w D to 1 kw D; WDSU, New Orleans, CP new equip., vert. radiator, increase 1 to 5 kw (before Division); NEW Evanston Brdcstg. Co., Evanston, Ill., CP 1020 kc 250 w D; NEW, Ohio Brdcastg. Co., Steubenville, CP in docket amended to 1310 kc 100 w D; NEW, United Theatres Inc., San Juan, P. R., CP 570 kc 1 kw unl. directional; NEW Pacific Radio Corp., Grants Pass, Ore., CP 630 kc 500 w unl.; WFIL, Philadelphia, CP move trans. locally, new equip., directional, increase to 5 kw (before Division).

SPECIAL AUTHORIZATIONS—WEST, Easton, Pa., ext. temp. auth. Simul.—WKBO; WMBQ, Brooklyn, ext. temp. auth. for Joseph Husid, receiver for Metropolitan Brdcstg. Corp. to operate station in June pending WMBQ applic.; WCBD, Chicago, ext. temp. auth, use WMBI trans. pending repairs.

APPLICATIONS DISMISSED (request of applicants)—WHKC, Columbus, WMAL, Washington; KTBS, Shreveport, La.

APPLICATIONS DENIED — WGRC, New Albany, Ind., denied temp. auth. spec. hours; denied as in default: NEW, G Kenneth Miller, Tulsa, 1310 kc 250 w D; NEW, Ocala Brdcstg. Co., Ocala, Fla., 1500 kc 100 w LS unl.; NEW, B. J. Hecker, Salem, Ore., 1330 kc 500 w 500 w LS unl.

MISCELLANEOUS — WIBG, Glenside, Pa., redesignated for hearing applic. CP 5 kw 1td. 970 kc; WSBT, South Bend, Ind., extended to 6-29-37 effective date order of 2-23-37; WEMP, Milwaukee, extended to 6-29-37 effective date order 2-23-37; NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y., denied pet. set aside order of 2-9-37 denying applic. CP, denied pet. to accept amendment for directional antenna, and denied pet. remand applic. for further testimony; CBS Inc., New York, granted with prejudice request to withdraw applic. for consent to transfer control of Southland Industries Inc., Licensee of station WOAI, to CBS Inc.; Sweetwater Brdcstg. Co. Sweetwater, Tex., denied pet. reconsid. & grant applic. new station 1310 kc 100 w D, and for extension effective date of denial to 8-22-37; WOW, Omaha, denied (Sykes dissenting) ext. temp. auth. 5 kw N; KGB, San Diego, denied continuance hearing on Warren B. Worcester applic., denied pet. designate applic. Radio tel. Corp. Dickman Brdcstg. Co. and Airfan Radio Corp. Ltd. for hearing, and for fixing of consolidated hearing on these four applic.; NEW, El Paso Brdcstg. Co., El Paso, granted pet. accept applic. appearance CP 940 kc 1 kw unl.; WGAN, Portland, Me., granted ext. commencement date, conditional; NEW, Johnson City Brdcstg. Co., Johnson City, Tenn., granted pet. participate oral argument applic. Richard M. Casto new station at Johnson City.

ORAL ARGUMENTS—9-9-37: WCOP, Boston; NEW, Frontier Brdcstg. Co., Cheyenne, Wyo.; NEW, Journal Co., Milwaukee; NEW, Mid-Atlantic Corp., Washington; NEW, Trenton Times, Trenton; NEW, Metropolis Co., Jacksonville, Fla.; 9-16-37: KLPM, Minot, N. D.; NEW Walter H. McGenty, Rice Lake, Wis.; NEW, Lillian E. Kiefer, Brooklyn; WWRL, Woodside, L. I.; NEW, Paul J. Gellhofer, Brooklyn; WMBQ, Brooklyn.

RATIFICATIONS—KPRC, Houston, ext. temp. auth. kw N to 6-22-37; Cleveland Radio Brdcstg. Corp. granted pet. intervene WRBC Inc. applic.; Commodore Brdcstg. Inc. granted pet. intervene applic. Glenn E. Webster, Decatur, Ill. WDZ, Tuscola, same; Decatur Newspapers Inc., same; KLO, Ogden, granted pet. for acceptance of amendment to applic. CP, denied applic. as amended be heard 6-4-37 as at present scheduled; KCMO, Kansas City, granted supplemental order take depositions.

EFFECTIVE DATE EXTENDED—NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y., to 6-8-37; NEW Power City Brdcstg. Corp., Niagara Falls, same.

## Examiners' Reports. . .

NEW, Pacific Acceptance Corp., San Diego Cal.—Examiner Seward recommended (I-412) that applic. CP 1200 kc 100 w D, heretofore granted by the Commission, be affirmed and granted.

NEW, Asheville Daily News, Asheville, N. C.—Examiner Hill recommended (I-413) that applic. CP 1370 kc 100 w unl. be granted.

NEW, Central Brdcstg. Corp., Centralia, Wash.—Examiner Bramhall recommended (I-414) that applic. CP 1440 kc 500 w unl. be granted.

NEW, Okmulgee Brdcstg. Corp., Okmulgee, Okla.—Examiner Seward recommended (I-415) that applic. CP 1210 kc 100 w D be granted.

KADA, Ada, Okla.—Examiner Seward recommended (I-416) that applic. CP increase D to unl. be granted.

WSOC, Charlotte, S. C.—Examiner Dalberg recommended (I-417) that applic. CP change 1210 kc 100 w 250 w LS unl. to 600 kc 250 w 1 kw LS be denied.

ENGINEERS VISIT WOR—Jack Poppele, head of WOR's engineering department, acted as host to members of the Institute of Radio Engineers at their recent Silver Anniversary Convention in New York. Here they are at the Carteret transmitter of WOR.

NEW, Northwestern Pub. Co., Danville, Ill.—Examiner Irwin recommended (I-418) that applic. CP 1500 kc 250 w D be granted.

WAPO, Chattanooga — Examiner Bramhall recommended (I-419) that applic. CP change 100 w LS to 100 w 250 w D unl. be granted.

WSAU, Wausau, Wis.—Examiner Seward recommended (I-420) that applic. mod license D to unl. be granted.

WREN, Lawrence, Kan., and Kansas City Star Co.—Examiner Hill recommended (I-421) that applic. transfer control to Kansas City Star Co. be denied.

NEW, Troy Brdcstg. Co., Troy, N. Y. —Examiner Hill recommended (I-422) that applic. CP 950 kc 1 kw D be granted.

NEW, Frank M. Stearns, Salisbury, Md. —Examiner Arnold recommended (I-423) that applic. CP 1200 kc 250 w D be granted.

WHBB, Selma, Ala.—Examiner Seward recommended (I-424) that applic. mod. license D to unl. be granted; that (I-425) applic. vol. assign. license to Selma Brdcstg. Co. Inc., be granted.

WILM, Wilmington, Del. — Examiner Hyde recommended (I-426) that applic. CP move to Chester, Pa., be deposited in closed files following withdrawal.

NEW, J. Leslie Doss, Sarasota, Fla.—Examiner Berry recommended (I-427) that applic. CP 1390 kc 250 w D denied.

NEW, Northern Brdcastg. Co., Traverse City, Mich.—Examiner Berry recommended (I-428) that applic. CP 830 kc 830 w D be denied.

## Applications. . .

**MAY 15**

WMBO, Auburn, N. Y.—License for CP as mod. new trans., antenna etc.

WVFW, Brooklyn—Auth. transfer control to Eva L. D'Angelo in trust for Salvatore D'Angelo.

WMBS, Uniontown, Pa.—Mod. CP new station re equip., antenna, trans.

WAPI, Birmingham—Vol. assign. license to Alabama Polytechnic Institute, U of Alabama and Alabama College, and by last-named to Voice of Alabama Inc.

NEW, Times Printing Co., Chattanooga —CP 1120 kc 500 w 1 kw D unl. directional.

NEW, Seaboard Brdcstg. Corp., Savannah—CP 1310 kc 100 w 250 w D unl.

WHIP, Hammond, Ind.—Mod. CP new station re equip., antenna, trans.

NEW, Gerald A. Travis, La Porte, Ind. —CP 1500 kc 100 w 250 w D unl., amended to 1420 kc 250 w D.

**MAY 17**

NEW, S. L. Slover Corp., Norfolk, Va. —CP 1370 kc 100 w 250 w D unl.

NEW, Capitol Brdcstg. Co., Raleigh, N. C.—CP 1210 kc 250 w D, amended to 100 w 250 w D unl.

NEW, Southern Brdcstg. Corp., Bogalusa, La.—CP 1500 kc 100 w 250 w D unl.

KSRO, Santa Rosa, Cal.—Mod. CP re trans. site.

KOL, Seattle—Mod. CP re equip.

**MAY 19**

WGAN, Portland, Me.—Mod. CP extend completion.

WJAX, Jacksonville, Fla.—Exp. auth. 5 kw.

WJBL, Decatur, Ill.—Mod. license Sh.-WJBC to unl., freq. from 1200 to 1370 kc, contingent grant WBOW applic. for 1290 kc.

KGCU, Mandan, N. D.—Mod. license spec. to unl., contingent grant KLPM applic.

ANCIENT TUNING IN—Just 25 years ago last month the *S. S. Titanic* sank in the North Atlantic. David Sarnoff, then a young wireless operator, was one of the heroes of that disaster, maintaining constant contact with the stricken vessel and its rescuers from his New York station. Here is some radio apparatus recently uncovered in Vienna, which was used by Prof. Carl Unger, reputed to be the only Central European operator to pick up the vessel's SOS. Note the crudeness of the apparatus.

KWNO, Winona, Minn.—Mod. CP re equip., antenna.

WGRC, NEW Albany, Ind.—CP change 1370 to 880 kc, D to unl. 250 w, directional N.

KGNO, Dodge City Kan.—CP new trans., vert. antenna, increase 250 w to 1 kw.

KSEI, Pocatello, Id.—Mod. license 250 w 500 w to 250 w 1 kw D.

NEW, Tom Olsen, Port Angeles, Wash. —CP 1420 kc 100 w unl.

**MAY 21**

NEW, General Electric Co., Schnectady —CP high freq. 100 w.

NEW, Havens & Martin Inc., Richmond —CP relay station 500 w.

WBHP, Huntsville, Ala.—License for CP as mod. new station.

KOTN, Pine Bluff, Ark—License for CP new antenna, move station.

WMAZ, Macon, Ga.—CP new trans., increase 1 kw to 1 kw 5 kw D.

NEW, WKY Radiophone Co., Oklahoma City—CP 200 w relay station.

KWOS, Jefferson City, Mo.—CP change equip., increase 100 w to 100 w 250 w D, change D to unl., amended to 1210 kc.

NEW, Nat. Battery Brdcstg. Co., St. Paul—CP high-freq. 1 kw.

WHLB, Virginia, Minn.—CP increase 100 w to 100 w 250 w. D.

NEW, Church of Jesus Christ of Latter Day Saints, Salt Lake City—CP international station high-freq. 50 kw, amended re equip., freq.

NEW, Earle C. Anthony Inc., Los Angeles—CP relay station 100 w.

**MAY 20**

KFJB, Marshalltown, Ia.—License for CP as mod. change equip., antenna, move trans.

KAND, Corsicana, Tex.—License for CP as mod. new station.

NEW, Martin R. O'Brien, Aurora, Ill. —CP 1500 kc 250 w D, amended to 1240 kc.

NEW, Earl A. Nielsen, Phoenix, Ariz. —CP 1210 kc 100 w unl.

NEW, Hebrew Evangelization Society Inc., Los Angeles—CP 1570 kc 1 kw unl.

**MAY 24**

NEW, Tri-City Brdcstg. Co. Inc., Schnectady—CP 950 kc 1 kw unl., directional.

KLRA, Little Rick, Ark.—License for CP change equip., increase power.

KYA, San Francisco—License for CP as mod. new equip., increase power, move trans.

**MAY 25**

WKBW, Buffalo—License for CP change antenna, move trans.

NEW, Hampden-Hampshire Corp., Holyoke, Mass.—CP 1240 kc 1 kw unl. directional, amended to 500 w 1 kw D.

NEW, Keystone Brdcstg. Co., New Castle, Pa.—CP 1250 kc 250 w D.

WXYZ, Detroit—CP new trans., increase 1 to 5 kw.

WAAJ, Toledo—Reinstatement of CP relay station.

WTFI, Athens, Ga.—Mod. as mod. increase 500 w to 500 w 1 kw D.

KDLR, Devils Lake, N. D.—CP move trans.

NEW, Adams Recording Studio, San Diego, Cal.—Auth. to make transcriptions for XEBG and XEMO, Tia Juana, Mex.

NEW, Continental Radio Co., Denver—CP 630 kc 500 w 1 kw D unl., amended to 1 kw 5 kw D, change equip., directional.

NEW, Evening News Press Inc., Port Angeles, Wash.—CP 1250 kc 250 w unl., amended 1250 to 1400 kc.

KTFI, Twin Falls, Id.—CP change trans., new antenna, increase 1 kw to 1 kw 5 kw D, move trans.

**MAY 28**

WGR, Buffalo—License for CP increase power etc.

NEW, W. Va. Brdcstg. Corp., Wheeling—CP 1310 kc 100 w unl.

NEW, W. Va. Brdcstg. Corp., Charleston, W. Va.—CP 1500 kc 100 w 250 w D unl.

WALA, Mobile—Vol. assign. license to Pape Brdcstg. Co.

WSJS, Winston-Salem, N. C.—Vol. assign. license to Piedmont Pub. Co.

KTEM, Temple, Tex.—License for CP.

WRBL, Columbus, Ga.—Mod. CP 1200 to 1330 kc, 100 w 250 w D to 250 w 500 w D, amended to 1 kw.

WCOC, Meridian, Miss.—Mod. CP re antenna, trans., amended 500 w 1 kw D to 1 kw N & D.

NEW, State Brdcstg. Corp., New Orleans—CP 1370 kc 100 w unl., amended to 1500 kc.

NEW, O. C. Burke, Dickinson, Tex.—CP 1500 kc 100 w unl.

NEW, M. M. Valentine, Laredo, Tex.—CP 1310 kc 100 w 250 w D, amended to unl.

NEW, N. B. Egeland, Roland, Ia.—CP 1500 kc 100 w 250 w D spec., amended re trans. site.

KRLC, Lewiston, Id.—License for CP as mod. increase power, etc.

CHARLES J. PANNILL, president of Radiomarine Corp. of America, on May 13 was awarded the medal of Chevalier de l'Ordre de Leopold by the King of the Belgians, presented by Henry Mali, the Belgian Consul in New York, in recognition of his long activities in the promotion of efficient radio communication at sea.

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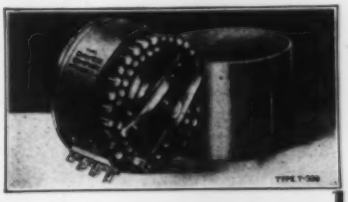
- Frequency error: None over the range of 30 to 17,000 Cps.
- Resistors, unifilar wound. Price $17.50 each.



DAVEN EQUIPMENT USED BY—

| | | |
|---|---|---|
| NBC | WJZ | WPEN |
| CBS | WHN | WFAA |
| WMAQ | WCKY | WIND |
| WRC | WJR | WHAS |
| WENR | WBBM | WHAM |
| KOA | KDKA | WBZ |
| WGY | KYW | WOV |
| WEAF | WNEW | WINS |
| WOR | WMCA | WBRY |
| WLW | WIP | WFIL |

THE FOLLOWING IMPEDANCES STOCKED FOR IMMEDIATE SHIPMENT:

| | | |
|---|---|---|
| 30/30 | 200/200 | 500/200 |
| 50/50 | 250/250 | 600/600 |
| 125/125 | 500/500 | 30/50 |
| | | 50/200 |

*Special Impedances and Attenuation Upon Request*

*Manufacturers of:*

Single & Dual Potentiometers; Special Rotary Switches; Filament Rheostats; Mixer Panels; Variable & Fixed Attenuators; Faders; Volume Indicators; Output Meters; Line Equalizers; Attenuation Boxes; Multipliers; Super Davohms; Laboratory Equipment; Speech Input Control Apparatus; Decade Resistances; Resistances Davohms.

*Write for Bulletin 534*

THE DAVEN COMPANY

158-160 SUMMIT STREET ★ NEWARK, N. J.



GUARANTEED ACCURACY

Scientific RADIO SERVICE CRYSTALS

are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

Low Temperature Co-efficient Crystals

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequently drift guaranteed to be "LESS THAN 3 CYCLES" per million cycles per degree centigrade change in temperature.

$50.00 Two Crystals . 190 Approved by F.C.C.

Write to Dept. B-617 for price list.

Scientific RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.

# Merchandising & Promotion

**Anglers' Lore—Steamers for Andy Boy—Only Four Readers—Herb's Pix—Play for Tourists**

ANGLERS over a wide area follow the heavily merchandised fishing program sponsored on WJAX, Jacksonville, three evenings a week by Atlantic Refining Co., Philadelphia (White Flash). Fishing facts are obtained each week through 400 self-addressed postcards, 50 letters and telegrams sent to fishing grounds.

Each Friday the information is assembled into a Fish-O-Gram distributed through Atlantic dealers and sporting goods stores. A fishing camp booklet also is supplied. Every month prizes are awarded for fish stories. The Jacksonville Tourist and Convention Bureau has published a fishing camp map in which Atlantic is giving credit for supplying data. The *Jacksonville Journal* runs a Friday fishing column based on Atlantic's fishing facts, and gives credit.

* * *

WORC, Worcester, Mass., has a cooperative tie-up with the *Worcester Evening Post*. The *Post* furnishes local and county news items to the station in exchange for credit lines. Items are inserted in regular news periods along with Transradio news. The *Post* has remodeled its radio page and WORC programs are given much plugging. Station gets top listing and all the breaks in radio column. WORC carries several programs weekly under newspaper auspices, including local social and shopping gossip, movie notes, racing news.

* * *

D'ARRIGO Bros., Boston and San Jose, Cal. (Andy Boy Broccoli), has been giving a broccoli steamer to listeners who send in $1 and 12 Andy Boy Bands. Stations on which announcements were spotted and the offer described included WOV, WEVD, New York; WNAC, WEEI, WHDH, WCOP and WORL, Boston. The sponsors recently used eight five-minute organ recitals by Doris Tirrell, former accompanist of NBC's Gospel Singer, Edward MacHugh, on WBZ-WBZA, Boston and Springfield. Agency is Harold F. Lewis Adv. Service, Boston.

* * *

IN A 32-page market data and statistical handbook being distributed by Weed & Company, its representatives, WTIC, Hartford, tells its story to sponsors and agencies. Growth of WTIC from 500 watts in 1925 to 50 kw. is reviewed. Contour maps and other data are included as well as success data on the G. Fox & Co. broadcasts, the store being the second largest in Connecticut.

* * *

RADIO program listings are carried in a full column on the classified page of the *St. Joseph* (Mo.) *News & Press*, co-owner of KFEQ, on the theory that they are closely read and will also attract interest to the classified ads.

* * *

RESULTS of a survey taken in Syracuse by Kenneth G. Bartlett, professor at Syracuse U, are contained in a brochure distributed by WFBL, that city.

COWNIE FUR Co., Des Moines, is offering a free booklet *The Romance of Furs and Their Care* to any woman who writes to the company telling the kind of fur she owns. The *Cownie Musical Furrier*, a 15-minute recorded program, is broadcast over WHO, Des Moines, every weekday. A packet of Guinea Gold Marigold seeds and a booklet *We Grew It* are given by the Northrup King Seed Co., Minneapolis, to listeners to the *Almanac of the Air* on WHO, each weekday at 6:45 a. m. Listeners are asked to send in a date line off a packet of Northrup King Seeds.

* * *

WBNS, Columbus, sent out 1,000 letters to members of the Chamber of Commerce telling them about the miniature apothecary shop set up by WBNS in a compartment of the special train which carried Columbus businessmen on a goodwill tour of 11 cities in Southern Ohio. The drug store carried an extensive line of hangover remedies, toilet articles, etc. supplied by WBNS advertisers. A public address system was set up all over the train.

* * *

JACK RATHBURN, announcer of WJAX, Jacksonville, Fla., is editor and one of the four subscribers to *Aunt Sally's Almanac*, a clearing house of baseball data for Sally League announcers sponsored by General Mills. Other subscribers are Vic Lund, of WIS, Columbia, S. C.; "Windy" Herrin, of WTOC, Savannah, and Lew Bristol, of WRDW, Augusta, Ga.

* * *

TO STIMULATE interest in the National Boy Scout Jamboree, KCKN, Kansas City, gave 200 genuine Indian arrowheads to scouts who filled in the missing letters of a famous leader. A portion of the name was printed in a local newspaper and listeners were advised to get the remaining letters from a KCKN broadcast.

* * *

DEVOTED entirely to the programs of KMOX, St. Louis, the *St. Louis Star-Times* carries a daily advertising display column which names not only all programs but identifies the sponsor and gives a short summary of each program. KMOX also shows movie trailers in 22 local movie houses as a tie-in for its advertisers.

* * *

KSFO, San Francisco, is merchandising Red Heart Dog Food and encouraging interest in its *Camera Club* sustaining feature by mailing enlargements of photographs of pets to all listeners sending in negatives and three labels.

FOR CORN FLAKES — Kellogg Co., Battle Creek, has 160 billboards around Chicago to promote its sports programs on WJJD. N. W. Ayer & Son Inc. is agency.

A BEAUTY contest with a two weeks free trip to Hollywood and a screen test in addition, is being offered by J. H. Marrow Co., Los Angeles & Chicago (Mar-O-Oil Shampoo), which started May 5 for 30 weeks *Mar-O-Oil Movie Magazine of the Air*, with Hedda Hopper, actress, as commentator, on 7 NBC-Pacific Red stations, Wednesdays, 1:30-1:45 p. m. (PST). For the first three afternoon broadcasts Miss Hopper is calling attention to the contest, inviting aspirants for film careers to submit pictures and qualifications. On May 26 program switches to a late hour, 9-9:15 p. m. (PST), when the same invitation will be extended. Contest is to take 26 weeks, and from photos submitted, the judges, who are outstanding Hollywood talent scouts and casting directors, will pick the winners. Agency is Janes-Morton Inc., Los Angeles.

* * *

PROCTER & GAMBLE Co., Cincinnati, is giving prizes totaling more than $50,000 in a six-week letter-writing contest, conducted in connection with two of its serial broadcasts, *The O'Neills* and *The Story of Mary Marlin*, each broadcast five days a week on both NBC networks. Contestants are required to complete the sentence: "I use Ivory Flakes for washing my stockings because . . . " and to send the top of a box of Ivory Flakes with each entry. For the best letters each week the sponsor will award five cash prizes of $1,000 each and 2,500 pairs of silk stockings valued at $1.35 a pair. Compton Adv. Inc., New York, is the agency.

* * *

*CHANDU*, transcription serial produced by Earnshaw Radio Productions, Hollywood, is being used by the Star Outfitting Co., San Francisco, on KYA, with a magic trick giveaway. United Baking Co. Schenectady, uses the series on WGY, with a premium offer, and the Gooch Bakeries, Lincoln, Neb., on KFAB, offers a picture premium on evidence of sale. WEEU, Reading, Pa., which started using the series in Aug. 1936 under Keystone Grocery Co., sponsorship, has renewed and early in May started with the Algerian sequence which is program No. 234.

* * *

A DEPARTMENT of research and promotion is being organized by John Blair & Company, national representatives, with activity to be centered at the Chicago office in charge of Dick McBroom, former manager of the NBC Chicago press department. A new checkup system designed to minimize demands on stations will provide a steady flow of sales information to sponsors and agencies. The present bulletin service for agencies and stations will be amplified.

* * *

ON THIS page, May 15 edition, it was reported that the *Chicago Herald & Examiner* is sponsoring a quarter-hour program five mornings weekly over WGN from the Criminal Court building, placed through Schwimmer & Scott, Chicago. Jack Scott, of the agency, calls our attention to the fact that this program is on WJJD, Chicago, and *not* on WGN. BROADCASTING deeply regrets its inadvertant error.

PAINTING—The town red, WBZ-WBZA, Boston-Springfield, has scattered window streamers everywhere to promote the *Packard Paint Men*, sponsored by Packard Paint & Varnish Co., Boston. Daily newspaper spotlights are used. Here is the studio scene as the Paint Men, Malcolm McCormack, WBZ announcer, and Carl Moore, entertainer, put on their program. Agency is Dowd & Ostreicher Inc., Boston.

TO SELL their diverse line, Nevelo Brothers Auto Supply Stores, San Antonio, are using six five-minute programs a week, featuring Pat Flaherty in *Chuckles & Oddities in the News*. Each day continuity is linked with the type of product being advertised on WOAI, such as star gossip for radio sets, swimming and sightseeing items for tires. Newspaper ads, weekend sales, placards and other merchandising tieups are being used and a contest is planned. Bernard M. Brooks Adv. Agency has the account.

* * *

LIBERALLY spotted with candid masterpieces of Herb Hollister, camera artist, is a spiral-bound brochure just distributed by KANS, Wichita, of which Mr. Hollister is manager. Market and station information are attractively offered. The promotion piece closes with a candid shot of the Manager, Hollister, caught in a pipe-lighting pose, and carrying this message: "Thanks for your serious consideration."

* * *

FIRST in a series of promotion pieces being sent out by WBZ-WBZA, Boston-Springfield, link Florenz Ziegfeld's habit of using New England to test his productions, with use of the area as a radio proving ground. WBZ-WBZA has completed an expanded merchadising service using display cabinets in the Hotel Bradford, Boston. An illuminated easel shows program highlights.

* * *

MAKING a play for travelers, as the summer vacation period approach, station KYA in San Francisco is backing up other Hearst stations of the Orange Network by citing their call letters and frequencies in twice-daily spot announcements.

* * *

OLD HOMESTEAD Bakery, San Francisco, uses personal appearances of Bennie Walker and his amateurs, heard over NBC station KGO Wednesdays, whenever suitable tieins present themselves. Recent broadcast was picked up from the Dreamland Auditorium, where an exposition was held.

# without WLW...

countless listeners would be deprived of excellent radio reception provided by WLW's 500,000 watts.

Without WLW, your program suffers the loss of the listeners who depend regularly upon

## ...THE NATION'S STATION

# NOW'S THE TIME
# HERE'S THE EQUIPMENT

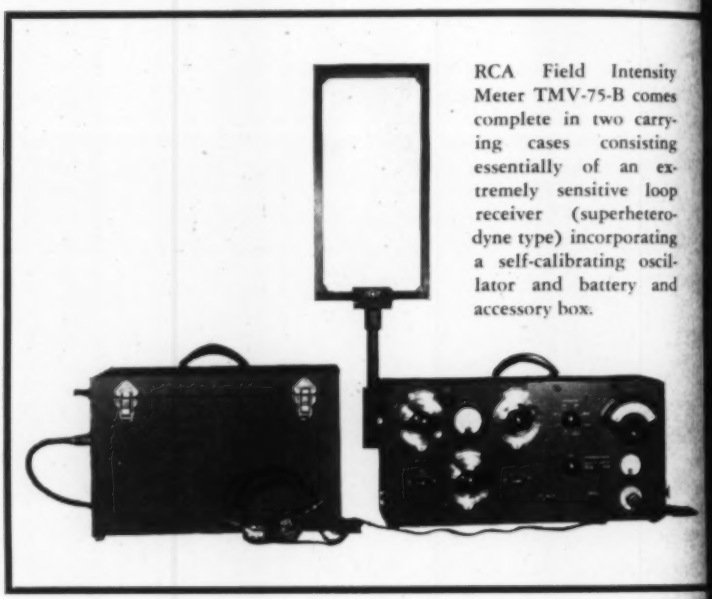
# For Making Field Intensity Measurements!

MAKE your field strength measurements now — in pleasant summer atmosphere! It's so much easier than doing it in winter, when you're hampered by snowdrifts, howling winds and frozen fingers.

It's easy, too, to use the RCA 75-B field intensity meter. No calibration charts are necessary. Readings are taken quickly and simply. The meter is stable, accurate and dependable. Is used by leading consultants and broadcasters throughout the country.

This fine instrument answers all your questions for you. Tells you about antenna efficiency. Checks harmonic radiation. Informs you if your directional antenna is operating correctly. Tells you your coverage.

In addition, this meter enables you to measure signals from 515 kcs. to 20,000 kcs., thus including harmonics up to the 12th of any broadcasting station. You can cover intensity readings from 20 microvolts per meter to 6 volts per meter. Provision is also made for adding a recording meter to make fading records without in any way changing the measuring instrument.



RCA Field Intensity Meter TMV-75-B comes complete in two carrying cases consisting essentially of an extremely sensitive loop receiver (superheterodyne type) incorporating a self-calibrating oscillator and battery and accessory box.

The 75-B does *everything* necessary for checking signal strength! You will discover, as many others have, that this meter actually pays for itself, not only by providing routine checks on station operation, but by giving you data for sales purposes — and for use proving radiator efficiency.

*Write to nearest district office for full information and prices*

RCA

## Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

1270 Sixth Avenue, New York • 2211 Commerce Street, Dallas, Texas • 492 Peachtree Street N. E., Atlanta, Ga. • 589 E. Illinois Street, Chicago • 170 Ninth Street, San Francisco